

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 9, No. 22

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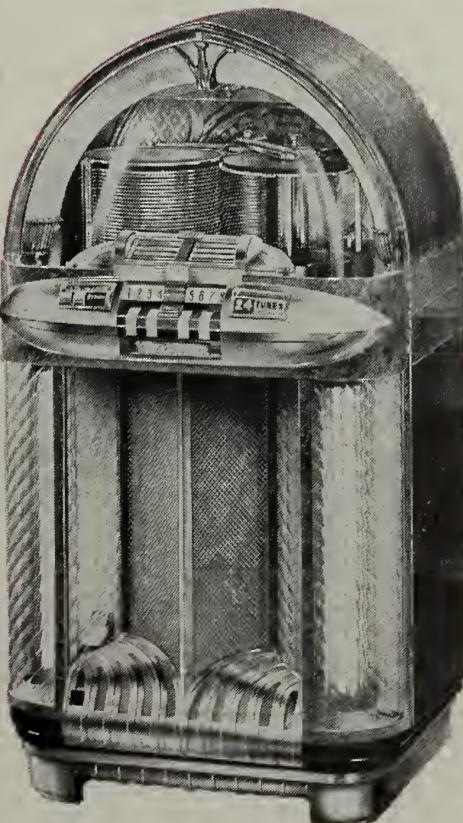
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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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where in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, \$48 per year. Subscription rates for all foreign countries on request.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin

operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators throughout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

ROVING REPORTER ASKS PUBLIC ABOUT JUKE BOXES

NEW YORK—The life of a roving reporter is a very interesting one—if—the question to be asked is interesting, too.

When *The Cash Box* called me in and asked me to just meander about, asking whomsoever I met whether they did, or did not, like juke boxes, I considered this a very interesting question.

First of all, I'm a juke box enthusiast myself. And, therefore, not being a member of the juke box industry directly, I believe that you'll be interested in what I have to say concerning why I spend about 50c, sometimes less, sometimes more, per week, in juke boxes.

I usually drop into a neat, little cocktail lounge on my way home each evening and they have a nice, new juke box there. If I find a song I like listed among the many titles—I'll drop a nickel or two (and sometimes more) into the machine.

It isn't the machine, as far as I'm concerned. It's the music that counts with me. And, I've since learned, by making this coverage for your favorite magazine, *The Cash Box*, that that's what counts with the average man or woman in this big metropolis, too.

The very first stranger I questioned was the cab driver who drove me to my first port of call from the building in which *The Cash Box* is located.

His name, Jack Goldstein. He's driver number 47875 and he told me that he spends around 25c per week in a juke box at 54th Street and 8th Avenue here in Manhattan where he usually stops off for a bite. Jack also told me that he has a young daughter who is a juke box enthusiast and, if she hasn't the money, "the kids she goes around with" will usually spend from 50c to 60c per week in juke boxes.

According to Jack, "It isn't the juke box so much, but, when they got nice music in them, I'll put in some nickels. In the first place", he told me, "it's the music. It's nice to hear music. I like popular music to begin with, and when I see songs I like in the juke box, I'll put some nickels in."

Jack dropped me off at a favorite tavern of mine where "Rusty" Sage is the boss. Talking with Rusty I learned that even he, as the proprietor of the place, likes juke box music.

"Look", Rusty told me, "here you are. It's quite right now. The guys who writes, like you do, start dropping in about 5 o'clock. Well, sometimes they get restless. If the joint's too quiet—they leave. So what do I do? I walk over to the juke box. There's good tunes in there—so I put in a quarter. So what happens? So everybody gets pepped up. They drink bet-

ter. They like the joint. It's lively. It's got stuff on the ball."

When I asked Rusty does he put some nickels into strange juke boxes he told me, "Listen, wherever I am, I play a juke box. Personally, I like music." (The way Rusty pronounces "personally" is "poisonally"). "I like juke box music because they got the big stars. What the hell's the good of listening to some bums tryin' to sing a song when for a nickel you can listen to the big time people."

But, that wasn't what I wanted to learn from Rusty. Being a tavern owner, Rusty told me isn't all hearts and flowers. In the first place, Rusty used to have six bartenders. Today he's only got two and he's working behind the bar himself. He used to get what he calls, "a nice hunka change" each week from his juke box.

"Lately", Rusty tells me, "I ain't remembered when the guy paid me. In fact, he says, it's a new guy here and with what's the take now, I guess the bum can't pay nothin' anyway. But", Rusty says, "the juke box is the juke box and people want it around. They like juke box music. I usefa", Rusty reminisced, "have a dame what came in here and dropped quarters in all night long. But", he claims, "I ain't seen her around in a long time."

Rusty also tells me that his television receiving set has somewhat cut into the joke box take. "It's only natural", he says, "because, after all, it don't cost them nothin'—so they stan' around and look and listen. But", Rusty says, "it ain't like juke box music. And, after all's said and done, they still wanna hear the' music. Especially when there's some guys and gals sittin' in the booths. Yet", he tells me, "when the big sports events are on they like t' look. That's natural. Why don' the juke box guys make television sets?", he asked me. (I pass that on to you people in the juke box industry for whatever it's worth.)

As a newspaper man who's roamed these parts for many years asking questions, I figured I should get out to one of those "kid spots" and hear what the younger generation thinks about juke boxes. So I hopped into a cab outside of Rusty's joint and met Harry Reich, driver number 40432, and started a conversation with him.

As has been stated time and time again by us guys who write about the Big Town, there's no better man to tell you all about the town than the cabbies here. Believe me—they know whereof they speak. And, as for philosophy, you won't get a greater philosopher than a New York cab driver.

Harry told me that he's good for about 25c a week in the juke box

where he eats his first meal before going on the night shift, "Only when they have good songs", he emphasized.

Regarding television, which has now become one of my major questions, Harry told me, "It's a racket with the taverns". When I questioned him as to why, he told me, "Listen, we usefa see a whole television show for a glassabeer. Now, the sonofaguns gotta racket. Ya gotta buy a bottle."

Harry also claims, "Television ain't so good yet, either. I'd liketa have one in my home", he told me, "but they're too expensive."

Questioned more directly on juke boxes, he said, "Look, I don't know who you are, Mister, but, you can take it from me, they're alright. They got good music. When you walk into a joint and you're lonesome or tired or just feeling lousy, ain't nothing like a hunka juke box music to pep you up. Me", Harry told me, "I like juke box music. I like it because it's like somebody singin' to me. That's worth more'n a nickel to me. What the hell kind a guy wouldn't spend some nickels in a juke box?", Harry asks.

By this time I was away out here at Columbia U. and paid him off. I dropped into one of the well known sweet shops where the students gather and, after looking around, got into conversation with a young student named Jack Borrs.

Jack told me, "We all like juke boxes. They offer us entertainment at a price we couldn't buy elsewhere. The only trouble is to get the people who put them here to put in the records we want to hear. Most of the students ask the store owners for the records and", Jack claims, "pretty soon we got them. Take Eddy Howard, Nellie Lutcher, Louis Prima, Rose Murphy and some of the others. They're good", Jack claims, "yet, we have a lot of trouble getting their latest records into the machines."

It seems to me, a complete and rank outsider to the juke box business, that there's absolutely nothing wrong with the industry. All I can see is for the boys in the business to continue to give the public what they want and they can bet that they'll get that 25c per week or even better from each New Yorker in their machines.

It also seems to me, as a roving, questioning reporter, that there's absolutely nothing wrong with the juke box business. In fact, I'm beginning to think it's one swell business. I believe that the juke box business hinges on good material, good tunes, and that the people in the business have a fundamentally sound business, that all they need do is simply keep it going and "sell" it a little harder to the public than they formerly have.

GAMES GRADUALLY COVERING N. Y. CITY

Manually Operated Games Meeting With Official Approval. Plunger Type Being Converted. Over 300 Ops and Distributors Joined in Two Assns. All Believe Licenses Will Eventually Come. Coinmen Plan to Police Field Themselves.

NEW YORK — Slowly, but surely the amusement machine situation here is becoming clarified. Leaders of the games division and the two associations in this area, are now beginning to better understand what is required of them to continue on ahead, according to statements issued by the association heads and their attorney.

The Coin Machine Distributors of New York, Inc., the association of the jobbers and distributors here, is composed of 22 members.

These twenty-two men, it is reported, are working very closely with the operators' organization and are using the services of attorney Theodore H. Blatt, who is also legal counsellor for the operators.

The operators' organization: Associated Coin Machine Operators of New York, Inc., is now reported to be composed of almost 300 members.

At first, this association only took into membership operators of roll-down games. But, since the mass meeting held in the Manhattan Center this past week, they have also decided to take into membership the ops of stripped down pinballs.

Therefore, this city is now well under way to again becoming the most important factor in the amusement machine picture.

It is known that the authorities here look with some disfavor upon the plunger type machines, yet they allow the manually operated type. Tests have already been made whereby two games of a similar type were placed on the same location, one a plunger type and one a manually operated roll-down type. The police did not molest the manually operated machine, whereas they did pick up the plunger type.

This, regardless of the fact that the stripped down pinball is just as legal as the other, under the present law. But, for some reason or other, authorities don't seem to favor the plunger type machine as yet. The result is that the operators have agreed to convert their present plunger type games to manually operated machines. It is believed that the majority will do so.

Plunger type games, even though stripped down completely, to meet all the tenets of the legal rulings here, have been picked up in the Bronx and in other boroughs by the police department under Section 982 of the

Penal Code, State of New York (which is the old Esquirol-Robinson Bill) and on the "possession" clause contained in that bill.

To overcome the loss of expensive, new equipment, operators were urged to change over to manually operated machines. They have agreed to do so, and are using a very nominally priced conversion unit which allows them to change over a plunger type pinball to a manually operated machine and return it to the plunger type when ready for resale.

Both the operators and the distributors here are very much intent on policing the industry themselves, and meeting with any and all provisions of the law.

They not only intend to keep machines the legal distance from schools and churches and other such institutions, but, they also intend to see to it that no one jumps another's locations so that the amusement games business here will continue on a smooth and progressive path.

It has been noted, in the seven or eight months now that manually operated type games have been in operation here, that few, if any, arrests have been made on these, and no arrests for the type of game itself. This has heartened many. The ops here believe that the main problem, then, is to continue to meet with the provisions of the authorities as to the type of equipment desired.

As to the licensing of the amusement equipment now operating here, which seems to be the main hope of many ops, it is believed that this, too, will gradually come about.

It must be remembered though that the new license commissioner, Pat Meehan, some weeks ago made the following statement in the press, "As long as I am License Commissioner I won't license pin games."

This was in answer to press headlines obtained by one of the well known ops here who insisted that the stripped down pinballs were absolutely legal, in keeping with a decision rendered some years ago by Justice Samuel Rosenman.

Attorney Theo. Blatt has stated, "I expect the coin machine industry to

continue on here in New York for the next twenty years. And I won't settle for 19 years. But, progress will be slow, and every step will have to be carefully thought out. I am also confident", he said, "that we will eventually have licenses for our amusement equipment."

In the meantime the amusement games men here are going ahead. They are all of the belief that this city will once again become the apex of all amusement equipment operating in the country.

Prior to the ban on pinball here, it was estimated that there were approximately 20,000 such machines in operation in the Metropolitan New York area. It is believed that this may again prove the case with manually operated games which, by the way, seem to be doing a very profitable job for the ops here.

The very fact, though, that both the distributors and ops in this area have joined themselves, more or less, under one banner, and all are intent on following every rule which is set down, gives confidence to the fact that this city has every possibility of proceeding to develop its amusement machines market to its former frontal position.

It is also noted that the most experienced men, from an operating, distributing and legal standpoint, are engaged in leading the industry here. This means much to all in the field. It also means that the operators, if they will continue to follow the sage advice of these experienced leaders, are sure to progress and win for themselves a much better understanding throughout this entire area.

The repercussions are already noticeable in adjoining communities. Towns and villages surrounding this huge metropolis, which formerly also banned amusement machines when this city did, are once again allowing operation of equipment, along the same lines as is this city.

The belief is also that many other communities will once again welcome equipment and that, all in all, the opening of New York to amusement machines has been the brightest star so far in the 1948 picture.

OPS SEEK COMPLETE REPRESENTAT'N FOR WASH., D.C. HEARINGS

**First Public Hearing March 1st on Rep. Earl Lewis (R. Ohio)
"Consolidated Copyrights Amendments Bill" to Change Copy-
right Act so that Juke Box Ops Will Pay Royalties for Using
Copyrighted Music. Rep. Kearns (R. Pa.) Bill on Records for
Commercial Purposes to be Ready Within Week. Nation's
Music Ops Hope for Complete Representation at Hearings**

NEW YORK—Word has already been released from Washington, D. C., that all interested in the "Consolidated Copyrights Amendments Bill" which will be introduced into the Sub-Committee of the Committee on the Judiciary by the Chairman of the Sub-Committee, Rep. Earl Lewis (Rep. Ohio), should be present in the Old House Office Building, Committee of the Judiciary hearing room, to give testimony on this bill.

The bill will receive its serial number after introduction in the Sub-Committee of the Committee on the Judiciary. It is directed, as were the bills last year, against the present Copyright Act of 1909 or, rather, certain sections contained therein, which would cause the juke box operators of America to pay royalties to the owners of copyrighted music which may be playing in their automatic phonographs.

This means that not only would ASCAP (American Society of Composers, Authors and Publishers) be able to collect tribute from the nation's juke box operators, but, that anyone who writes (or has already written) a song, and has it recorded, and then played in a juke box, would be able to approach the location owner with a demand for royalty payment for playing of the tune, provided of course, that the tune is copyrighted.

Once again, then, beginning with the first public hearing on March 1, 1948, the nation's juke box owners will have to be present in Washington, D. C. to give testimony as to why they should not pay such royalty to the owners of the copyrights of the music they are now featuring on recordings which they are purchasing, or why the Copyright Act should not be changed.

Of course, the nation's juke box operators this year, not like the past year and the years prior to that, have a new force in operation for them. This is composed of Sidney H. Levine as national legal counsellor (who is also attorney for the Automatic Music Operators Association of New York) and whose great testimony in 1947 helped defeat the bills which were then presented, as well as the members of the Executive Committee who were appointed at the meeting held during the CMI convention in Chicago.

The Executive Committee is composed of George A. Miller of CAMOA, Oakland, Calif. as Chairman; Al. S. Denver,

president of AMOA, New York City; Jack Sheppard, president of the Eastern Pennsylvania Phonograph Owners Assn., Philadelphia, Pa.; C. E. Pierce, president of the Wisconsin Phonograph Operators Assn., Brodhead, Wis. and Robert Beaver of the Idaho Phonograph Owners Assn.

These are the men upon whose shoulders will be placed the burden of carrying through to a successful finish the job of opposing this new legislation which is being introduced by Rep. Earl Lewis of Ohio.

There is a great deal of inner and interesting facts to be considered in the introduction of this new bill. It is understood that ASCAP raised the price for performing rights to the theatre owners of the nation. It is reported that 1200 of the 1700 owners of the nation's movie houses settled their case with ASCAP.

Therefore, there seems to be some doubt in the minds of many whether this new bill will even be introduced. But, from the fact that "those interested" have been notified to appear at the first public hearing on March 1, then surely the plan to introduce this, or a similar bill, must be under way.

In addition to this new attempt to obtain royalties from the juke box industry by changing or amending the Copyright Act of 1909, there will possibly also be introduced a bill by Rep. Carroll D. Kearns (Rep. Pa.) who heads the Labor Committee of the House of Representatives, in the Sub-Committee of the Committee on the Judiciary calling for a clarification between records for "home use only" and for "commercial purposes".

Here, again, the nation's juke box operators are involved for, it will be testified, that the records they use are for "commercial purposes". The disc jockeys, too, will also come into this bill. They, too, are supposed to be using records for commercial purposes.

At the moment the bill seems to be directed against the record manufacturers so that they will pay all connected with the making of a record for "commercial purposes" a new and higher fee,

which will (so it seems) bring back the royalties which the AFM (American Federation of Musicians) were receiving from the record manufacturers originally, and which is reported to have amounted to approximately \$2,000,000 per year.

Whether or not this will clash with the provisions of the Taft-Hartley Act will have to come out at the hearings when, and if, this bill is introduced.

In short, the nation's juke box operators are once again faced with national legislation which is directed against them and which can mean the greatest obstacle ever yet placed in the path of their future growth and progress. Certainly, it will remove all possibilities for profits from the juke boxes. The average juke box op today is fighting hard to maintain himself under very adverse business conditions.

It is, therefore, the hope of all those who met in Chicago during the period of the CMI convention that the nation's juke box operators will take these problems much to heart and will make it their business to work with the Executive Committee which was appointed during that meeting.

It is definitely necessary to have the cooperation of every single juke box operator in America, these men report, and they must funnel their support through the Executive Committee so that it is contained in one single group to eliminate the possibility of any clashing or conflicting statements.

Each day that goes by draws the juke box industry closer to the first public hearing which will be held before the Sub-Committee of the Committee on the Judiciary in Washington, D. C. on March 1.

The nation's juke box ops realize the gravity and the importance of this situation. It is up to them, to protect themselves. It is up to them to assure themselves of victory, as they did last year. They must get behind the men who will represent them with all their strength and make it possible, thereby, for these men of the Executive Committee to bring victory to them.

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

February 28, 1948



MUSIC OPS ASSN. PRESIDENT GREET HERB JEFFRIES

Exclusive Records star Herb Jeffries (left) is shown being welcomed to New York by Albert S. Denver (right), President of the Automatic Music Operators Assn. of Greater New York. Jeffries' rendition of "Basin St. Blues", "When I Write My Song" and "Flamingo" have won him acclaim throughout the industry. J. Parker Prescott (center), general manager of the Eastern Division for Exclusive is the gent responsible for Herb's peak record popularity in the east.

FEATURES

- ★ *The Nation's Top Ten Juke Box Tunes*
- ★ *The Cash Box Record Reviews*
- ★ *Juke Box Regional Record Report*
- ★ *'Round The Wax Circle*
- ★ *Hot In Harlem*
- ★ *The Broadway Beat*
- ★ *Rollin' 'Round Randolph*
- ★ *Folk And Western Record Reviews*
- ★ *The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes*
- ★ *Hot On Chicago's South Side*
- ★ *The Cash Box Disc-Hits Box Score*

The Touch of Gold for the
Nation's Automatic Music Machines!

"IF YOU HAD ALL THE WORLD AND ITS GOLD"

Recorded by

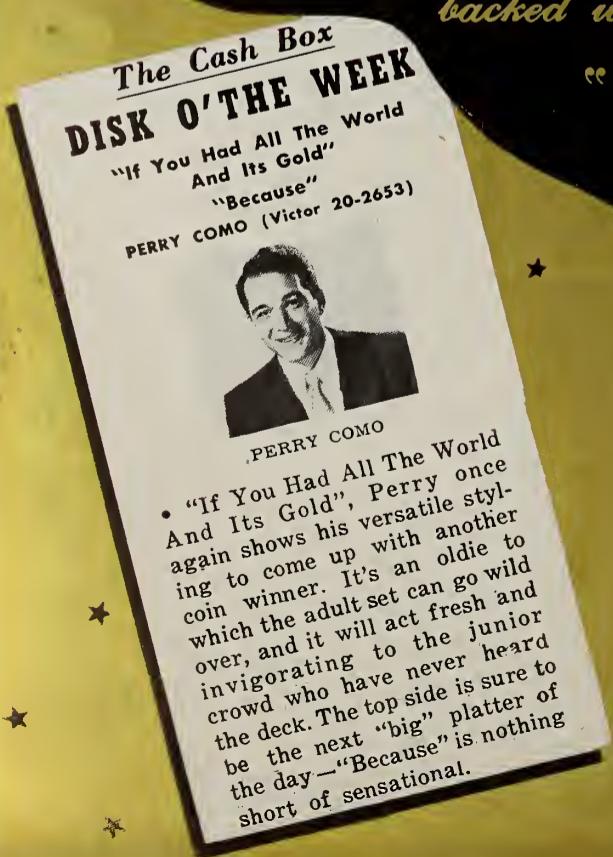
PERRY COMO

on

RCA Victor 20-2653

backed with the ever popular

"BECAUSE"



• "If You Had All The World And Its Gold", Perry once again shows his versatile styling to come up with another coin winner. It's an oldie to over, and it will act fresh and invigorating to the junior crowd who have never heard the deck. The top side is sure to be the next "big" platter of the day—"Because" is nothing short of sensational.

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.



CODE

AL—Aladdin	KI—King	RE—Regent
AP—Apollo	LI—Lissen	SA—Savoy
AR—Aristocrat	MI—Miracle	SI—Signature
BU—Bullet	MA—Majestic	SP—Specialty
CA—Capitol	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	LO—London	TO—Top
CS—Coast	MN—Manor	TC—Twentieth Century
DE—Decca	MO—Modern	UA—United Artist
DEL—Deluxe	MU—Musicraft	UN—Universal
EX—Exclusive	NA—National	VI—Victor
JB—Juke Box	RA—Rainbow	VT—Vitacoustic

1 BALLERINA

Grabs the top spot again. Still racking up sensational coin play.

CO-38381—Buddy Clark
DE-24265—Enric Madreguera
DE-24278—Bing Crosby
ME-5075—Jerry Shelton Trio

MG-10035—Jimmy Dorsey O.
MU-15116—Mel Torme
VI-20-2433—Vaughn Monroe O.

2 I'M LOOKING OVER A FOUR LEAF CLOVER

A four leaf clover it is—rapidly pushing the top tune.

CA-491—Alvino Rey O.
CO-38100—Tony Hill O.
CO-38081—Arthur Godfrey
ME-5105—Frankie Laine
ME-5100—Uptown String Band

MG-10119—Art Mooney O.
MU-543—Polka Dots
RA-10043—Jimmy Saunders
SI-15117—Ray Bloch O.
TR-220—Alexander O.
VI-20-2668—Three Suns

3 GOLDEN EARRINGS

Moves into the three spot this week with play still riding high.

CA-15009—Peggy Lee
CO-37932—Dinah Shore
DE-24270—Guy Lombardo O.
DE-24278—Bing Crosby

ME-3072—Anita Ellis
MG-10085—Jack Fina O.
VI-20-2585—Charlie Spivak O.

4 BEG YOUR PARDON

Drops one spot this week, altho heavy play throughout the nation continues.

BU-1012—Francis Craig
CA-490—The Dinning Sisters
CO-38036—Frankie Carle O.

MG-10140—Art Mooney O.
VI-20-2647—Larry Green O.

5 HOW SOON

In seventh place last week—into the fifth slot here. A sensational coin culler.

CO-37952—Dinah Shore
DE-24101—Bing Crosby—Cavallere O.
CON-11004—Jimmy Atkins

MA-1179—Dick Farney
ME-5069—John Laurenz
TO-1258—Jack Owens
VI-20-2523—Vaughn Monroe O.

6 SERENADE OF THE BELLS

Rises from eighth position to nab the sixth spot here. A tremendous boost for ops everywhere.

CA-15007—Jo Stafford
CO-37956—Kay Kyser O.
DE-24258—Guy Lombardo O.

ME-5090—Vic Damone
MG-10091—Bob Houston
VI-20-2372—Sammy Kaye O.

7 I'LL DANCE AT YOUR WEDDING

In sixth place last week, this ditty moves down one here to take over seventh place. Still racking up loads of play.

CA-15009—Peggy Lee
CO-37967—Ray Noble O.
DE-24266—Jeanie Leitt

ME-5090—Vic Damone
MG-10095—Helen Forrest
VI-20-2512—Tony Martin

8 I'M MY OWN GRANDPAW

Drops from the fifth spot it occupied last week to move into eighth place here. Still nabbing nickels.

CA-15033—Jo Stafford
CO-38068—Tony Pastor, O.
DE-24268—Guy Lombardo O.
KI-694—Grandpa Jones

ME-6087—Tiny Hill
MG-10136—The Korn Kobblers
MU-536—Esmeraldy
TC-20-33—The Jesters
VI-20-2563—Lonzo & Oscar

9 MANANA

Breaks into the big time with reports indicating the ditty will be around quite some time.

CA-15022—Peggy Lee

DE-24333—Mills Bros.

10 NOW IS THE HOUR

Ops peg this one all the way up. Riding hot on a zillion phonos they say.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
DE-24279—Bing Crosby
MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio

MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

THIS WEEK'S

RCA VICTOR

RELEASE

TEX
BENEKE

The lush Beneke style, in medium tempo. Vocals by Garry Stevens. "A" is the current European smash hit.

Beyond the Sea

and

Strange and Sweet

RCA Victor 20-2691

CHARLIE
SPIVAK

Now Is The Hour

This one's getting a big play! Mellow "farewell" lyrics by Tammy Mercer.



LOUIS PRIMA

The Thousand
Islands Song

Got "93" rating by Op's in Billboard!

RCA Victor 20-2619

THE THREE SUNS

I'm Looking Over a
Four Leaf Clover

RCA Victor 20-2688

TOMMY
DORSEYSentimental
Rhapsody

Reminds you of "Lauro." Often used as a screen theme . . . now heard in 20th Century-Fox's "Kiss of Death."

You Can't Make Money Dreamin'

(Or I'd Be a Millionaire)

The old Tee-Dee bounce! Zingy vocal by Harry Prime and the Clark Sisters.

RCA Victor 20-2665

PHIL
HARRIS

"On The Record"
Album P-199

Pappy's Little Jug
and Minnie the Mermaid
RCA Victor 20-2684

The Dark Town Poker Club
and 44 Sycamore
RCA Victor 20-2682

That's What I Like About the South and
Look Out Stranger I'm a Texas Ranger
RCA Victor 20-2681

Ain't Nobody Here But Us Chickens and
Woodman, Spare That Tree
RCA Victor 20-2683



FREDDY MARTIN

The Dickey-Bird
Song

RCA Victor 20-2617

TONY
MARTIN

with Earle Hogen and his
Orchestra

4 hits from Tony's new Universal-International pic, "Casbah"!

For Every Man There's
a Woman

and

What's Good About Goodbye

RCA Victor 20-2689

Hooray for Love and

It Was Written in the Stars

RCA Victor 20-2690

DUDE
MARTIN

and his Roundup
Gang

A terrific success in the San
Francisco area with his ap-
pealing, humorous style.
Sure to click in your loc's.

Murder on the Radio

and

It's the Latest Style

RCA Victor 20-2699



ANOTHER NEW
RCA VICTOR STAR!

LARRY GREEN

Thoughtless

RCA Victor 20-2714

CHARLIE BARNET

Cherokee

RCA Victor 20-1756

GLENN MILLER

Tuxedo Junction

RCA Victor 20-1754



ARTIE SHAW

Summit Ridge Drive

RCA Victor 26763

FLASH!

Check your distributor
for RCA Victor's new
"Coin Operator Specials"
... 24 all-time hits in 4
different groups for every
type of juke location!

BILL BOYD and his Cawboy Ramblers

I'm Writing a Letter to Heaven and Vacant Heart

RCA Victor 20-2697

PAT FLOWERS and his Rhythm

Save the Bones for Henry Jones and Googie-Woogie

RCA Victor 20-2698

NEW INTERNATIONAL HITS!

CUARTETO MAYARI, Director: Placida Aceveda

Cual Magica Vision and Reflejos de Luna (Bulerias)

RCA Victor 23-0776

CANTOR MOSHE KUSEVITSKY
with String Ensemble

Zamd Un Shteren (Sand and Stars) and Der Chazan Un
Der Gabal (The Cantor and the President)

RCA Victor 38-1024

CHET
ATKINS

and his Colorado Mountain
Boys

My Guitar is My
Sweetheart

A big hill-billy hit, toilormode far Chet!

Bug Dance

Fancy strumming in barrel-house
rhythm

RCA Victor 20-2692

THE STARS WHO MAKE THE HITS
ARE ON



RCA VICTOR RECORDS

THE CASH BOX

Record Review

"Robbins Nest" (2:43)
 "Your Red Wagon" (2:49)

COUNT BASIE ORCH.
 (Victor 20-2677)

● Pair of mellow sides to which ops with race spots can latch on to are these offered in excellent manner by the Count Basie ork. Titled "Robbins Nest" and "Your Red Wagon", the Count and his boys display their fine talents here in wonderful fashion throughout. Top deck, an instrumental piece that has more or less become a standard shows the crew in bright styling with the maestro tinkling the 88's for a spot himself. Flip, riding high on many a box showers vocalist Jimmy Rushing to wail the pleasing wordage. Instrumental backing is of the finest—the many Basie fans should ride herd here.

"Carolyn" (3:00)
 "I Love" (2:58)

BUDDY MORENO ORCH.
 (Victor 20-2676)

● First release by Buddy Moreno and his crew on RCA-Victor platters points to an immensely bright future for the maestro. With Buddy himself to wail the very pleasing wordage to "Carolyn", the deck stands for a slew of buffalo. Buddy's smooth and refreshing pipes lend the cookie an air of beautiful simplicity, while the ork back him in top manner. Flip has Buddy and Perry Mitchell on "I Love", a cute novelty platter which might attract attention in those quiet spots. Get on the bandwagon with Moreno—looks mighty good.

"Wishing" (2:50)
 "Thoughtless" (2:56)

LARRY GREEN ORCH.
 (Victor 20-2714)

● More light lilting rhythm, with maestro Larry Green sending a pair that seems as cute as a bug. Titled, "Wishing" and "Thoughtless", Larry showers the platter with loads of scintillating piano fashions. Vocal trio to wail the light wordage on the top deck; an oldie that caught fire several years back. Flip is sure to rise to the top of the heap—but pronto. It's "Thoughtless", current plug tune rapidly rising as a featured item on phonos throughout the nation. Vocal combo come back again for the fragrant wordage, offering the tune in light silvery tones that satisfy. Both sides loom big—nab 'em.

"You Got To Get Yourself A Job" (2:47)
 "Hard Ridin' Mama" (2:56)

WYNONIE "BLUES" HARRIS
 (Aladdin 208)

● Pair of sides by the top notch Wynonie Harris crew and the beat of "You Got To Get Yourself A Job" and "Hard Ridin' Mama" spill here as meat for ops with race spots. Maestro Wynonie grabs the lead on the pair winding in stock race metro. Top deck shows with loads of yelp and holler, with the wax moving in slow fashion. Flip features a band vocal with the maestro warbling in spots between. Titles give off the bill of fare on the pair with the refrain shining brightly. Harris, always a feature attraction in any phono should catch more coin with this duo.

DISK O'THE WEEK

"Haunted Heart" (3:04)
 "Carolina Moon" 2:58

PERRY COMO
 (Victor 20-2713)



PERRY COMO

● There is no denying the fact that this kid is sensational. Grabbing this featured spot again, piper Perry Como comes back with another terrific coin culler. Titled "Haunted Heart", the ditty should get an immense amount of flack once the musical production "Inside USA" breaks. Perry's soft relaxing tones makes you get up real close on this cookie. It's a natural for the romance kids and a cinch to clinch in any spot. The fervid vocal strains of Perry's tonsils spill in a dazzling aura of musical rapture. This radiant platter is another feather in the cap of Como and another nickel nabber for music operators. On the flip with the standard "Carolina Moon", Perry once again displays his magnificent vocal styling. The ditty itself should prove enticing to phono fans throughout the land. "Haunted Heart" will draw the jitney—and a ton of it at that.

"Teresa" (2:19)
 "Cold In Here" (2:26)

JOHNNY MOORE
 (Exclusive 261)

● Subtle and warm tones of Johnny Moore's Three Blazers and a ditty that should go like sixty. With piper Charles Brown to spill the vibrant and haunting vocal score to "Teresa", the deck stacks up for a slew phono play. Instrumental tones offered here are excellent with a wonderful guitar spot by Oscar Moore rounding out the side. Flip, titled "Cold In Here" shows the Blazers at their very best with the combo turning in another first rate performance. Top deck is the one they'll go for—so latch on.

FIGURES SHOWN FOLLOWING SONG
 TITLES, INDICATE PLAYING TIME
 OF RECORD.

"My Baby Likes To Be-Bop" (2:56)
 "I've Got A Feeling I'm Falling" (2:46)

ELLA FITZGERALD
 (Decca 24332)

● The pipes on this kid don't need any rave notices—they're just out of this world! The great Ella Fitzgerald wraps her tonsils around a pair that appear to be musts for ops. "My Baby Likes To Be-Bop" grabs the lead, with Ella throwing her vocal strains in excellent manner all around the wax. Cute spot of scat hypos the needling. Flip, titled "I've Got A Feeling I'm Falling" has Ella displaying her great vocal charm in light bounce fashion. Stuff is tailor made for the phonos—especially in the "race" spots.

"Manana" (2:49)
 "I Wish I Knew The Name" (2:43)

THE MILLS BROS.
 (Decca 24333)

● The pitch pipes of this combo should rack up coin in a zillion spots. The Mills Brothers, always a top notch crew in any phono step out in a blaze of glory with the current click tune "Manana". Warbling the ditty in light fashion, the group set the stage for a harvest of coin for any operator. Harmony offered here is illuminating, with the happy wordage spilling in pleasant mood all the way. On the flip with "I Wish I Knew The Name", the combo come back for a repeat click disk. Stuff moves in slow tempo behind some highly fashioned purring. Wax makes you relax and should have the nickels pouring into the phono like mad.

"It's A Quiet Town" (2:59)
 "The Big Brass Band From Brazil" (3:03)

DANNY KAYE-ANDREWS SISTERS
 (Decca 24361)

● The kids will split their sides laughing at this one! Click coupling of Danny Kaye and The Andrews Sisters come back with more coin culling powers on this latest hilarious cookie. "It's A Quiet Town" has Kaye and the Andrews gals at their best as they spill this quaint satire of the Golden West. Title gives off the bill of fare, with the Vic Schoen ork blending smoothly all the way. On the backside with "The Big Brass Band From Brazil", the combo once again draw the curtain on another buffalo ride. Riding high on many spots, this version should keep the phonos hopping. It's a blue ribbon hunk of wax that scores—get next to it.

"I Hate To Lose You" (2:55)
 "The Feathery Feelin'" (2:27)

MINDY CARSON
 (Musicraft 541)

● Coming back for a repeat performance on her second release, chirp Mindy Carson proves her vocal perfection on this flavorful ditty titled "I Hate To Lose You". Stuff is rich and warm in rendition, with the strong sugar coated wordage spiked all the way. It's an oldie that made a mint back in 1918 and since this is the reincarnation era—it might come back in a big way. Flip, a new Frank Loesser ditty labeled "The Feathery Feelin'" gets a great sendoff by thrush Mindy as she skips her pipes over this light bouncy ditty. The Glen Osser ork back the lass in exceptional fashion throughout, with the spotlight on Mindy all the way. Both sides definitely rate your listening time.

King Records To Extend Distribution Lines— Annual Stockholder's Meet Points To Banner Year

CINCINNATI, O.—Stockholders of the King Record Distributing Company at their annual meeting last week approved the addition of eight more distributing branches during 1948, which will bring to 14 the number of offices operated by the Cincinnati firm.

Growing popularity of folk and western music throughout many parts of the country, plus the expansion of King's Blue label including some of the nation's leading race artists, has prompted the King to enlarge distribution facilities.

Space in Detroit and Atlanta has already been rented it was learned, and the company expects to begin operations in these new outlets within the next four to six weeks. King already has its own distributing outlets in Charlotte, N. C., Chicago, Dallas, Los Angeles, New York City and Oklahoma City.

Other branches the firm expects to open this year include those in Washington, D. C., Nashville or Birmingham, St. Louis, Kansas City, Jacksonville and New Orleans.

The King firm, one of the nation's best equipped and staffed diskerys has continually pointed toward enlarging their record lines. The plattery has repeatedly racked up continuous repeat sales through their large and varied catalog of folk and western tunes. That King is firmly established is easily seen in their dominance in the folk and western music field.

Directors of the company elected Sydney Nathan president of the firm; Saul Halper, vice president; Lawrence Sick, secretary; and Elmer Hummel, treasurer. Mr. Jack Pearl, New York legal counsel for the plattery, was named exec-

utive vice president, and Alfred Meitus, Cincinnati attorney, was named assistant secretary.

Royal Plastics, manufacturing affiliate of King Records, also held its annual meeting in Cincinnati this past week. The company approved plans for the immediate construction of additional storage facilities on territory adjacent to the firm's Cincinnati plant. Howard Kessel, was re-elected president of the plastics firm. Other officers' names were Arthur Sick, vice president; Bernice Steinberg, secretary and Elmer Hummel, treasurer.

King currently has two first rate records in the national spotlight: "I Love You Yes I Do," by Bullmoose Jackson on the Blue label, and "Signed, Sealed and Delivered," by Cowboy Copas on their Red label.

Philly Ops Assn. Sked March Click Tune Party

PHILADELPHIA, PA.—The Eastern Pennsylvania Music Operators Association, with headquarters here, announced that there next Click Tune Party, will hold forth on Saturday, February 28, at the Click Club in this city.

The monthly affair, co-sponsored by the operators group and nitery owner Frank Palumbo has continued to draw the praise of the industry for its beneficial public relations program. The trade group recently selected "Tutti Tutti Pizzicato" as their Click Tune of the Month for February.

Lack of Disk Cooperation Hits Music Biz

NEW YORK—The growing lack of cooperation between regional record distributors and automatic music operators has caused many in the industry to vehemently protest current existing practices, *The Cash Box* learned this past week.

A recent case brought to light caused one music operator in New Mexico to cut down on record buying to such an extent that the operator, after a time, was literally besieged with requests to "come into the fold again."

Cause for chief complaint was the vast territory a music operator in Texas, Oklahoma, Arkansas, New Mexico and adjoining states has to travel in order to purchase records. The operator in many cases finds that the expense involved in such a trip is much too expensive, and he therefore will substitute any fairly decent records he has around rather than make such a trip. The loss involved arises in these cases to all concerned, the music publisher, artist and record manufacturer, who all lose in profits and royalties.

Standard Songs are MONEY MAKERS!

"IT'S ONLY A PAPER MOON"

Recorded by

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ELLA FITZGERALD & DELTA RHYTHM BOYS Decca
EDDIE HEYWOOD Decca

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NEW YORK, N. Y.

Wanna Strike **GOLD?**

SEE **PAGE 8**

(Inside Front Cover—Music Section)

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AMERICA'S OUTSTANDING WHISTLING VIRTUOSO

FRED LOWERY
and Lovely
DOROTHY RAE
THE GIRL WITH A SMILE
IN HER VOICE

"TREES"
"SONG OF INDIA"
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(C-148)

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"OOOH!
LOOK-A-THERE,
AIN'T SHE PRETTY?"

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RED BENSON Rainbow 10033
AL STUART Embassy 1005-P
RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By

DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083

LAWRENCE WELK Decca 24197

TOMMY TUCKER Columbia

HARMONAIRES Embassy 1001

THE HAPPY GANG

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"SABRE DANCE"

and

"TURNPIKE POLKA"

by the

DON HENRY HARMONICA TRIO
REGENT RECORD No. 111

REGENT RECORDS

1184 Elizabeth Ave., Elizabeth, N. J.

THE CASH BOX

Record Reviews

"I've Only Myself To Blame" (2:48)

"The Geek" (2:41)
KING COLE TRIO
(Capitol 15036)

● More lilting tones of subdued harmonious rapture by the King Cole Trio, with the wax message of "I've Only Myself To Blame" rounding out. Stuff is offered in low, sharp tones that satisfy, with the bright and tender ivory tinkling of the king himself filling the air with loads of mellow music. The ditty as offered should run hot and heavy with the many King Cole fans. The flip is a bit of personality, as the group combine to knock out a rhythm piece tabbed "The Geek". Both sides make pleasure treasure—nab 'em.

"What's Good About Goodbye" (3:00)

"Gypsy In My Soul" (2:59)
MARGARET WHITING
(Capitol 15038)

● This kid is a cinch to have the riot squad out in every town, village and hamlet in Uncle Sam's backyard! It's Margaret Whiting, displaying her pipes in oh so wonderful a vein on this jive dandy hunk of wax labeled "What's Good About Goodbye?" From the forthcoming Universal-International flicker "Casbah"; the ditty is sure to rise to the top of the heap once the tremendous amount of flack around it breaks. Mag's purring pipes lend an angelic air about the wax—it's that good. Soft flourishing tones of musical rapture float down as our lass spills this lovely romance story. On the backside with "Gypsy In My Soul", the gal keeps the performance in her grade A style to come up with another potential coin winner. Wax moves here with a pronounced beat and the label giving off the message. It's the top deck that will have the sirens going—full blast that is!

"You Were Meant For Me" (2:41)

"I've Been A Good Girl" (2:40)
CHARLIE SPIVAK ORCH.
(Victor 20-2716)

● Couple of sides that might make attractive filler material in the phonos are these offered by the popular Charlie Spivak ork. Titled, "You Were Meant For Me" and "I've Been A Good Girl", Charlie sends pipers Tommy Mercer and Irene Daye to the fore on the top deck. It's the oldie with pic attachment, and as rendered might come in for a hayride. Flip shows chirp Daye on the single, warbling the novelty and light wordage to "I've Been A Good Girl." Stuff is offered in pleasing style, and altho it's not laden with dynamite, it makes for some mellow listening moments.

"But Beautiful" (2:56)

"Four Leaf Clover" (2:41)
ALLEN DALE with
RAY BLOCH O.
(Signature 15177)

● Pair of bright and melodic sides coupling piper Alan Dale and the Ray Bloch orchestra; and the tempo of "But Beautiful" and "Four Leaf Clover" coming thru. Top side features Alan wailing the charming wordage to this Paramount pie "Road To Rio" plug tune, with his pleasing pipes offering loads of reason for operators getting next to this deck. Stuff is bound to move once the flicker breaks around the local circuit. Flip is the current click "Four Leaf Clover", with maestro Ray Bloch and the Ensemble lending their top notch talents to this fragrant oldie. Natch the cookie is

SLEEPER OF THE WEEK

"More Than Ever Before" (2:51)

"Headin' Home" (2:48)
DON REID
(Metrotone 1011)



DON REID

● Betting against this hunk of wax means stacking the cards against yourself! Rising out of left field and into an avalanche of phenomenal coin play is this latest indie "dark horse" labeled "More Than Ever Before", with balladeer Don Reid to wail the taunting and tantalizing lyrics. The kid's pipes are bound to start a trail of bobby-soxers across the nation howling and yowling for more. With the ditty wrapped up in light metro Don grabs the lead to spill a zillion tricks and quivers. His tonsiling is superb and fills the air with a ton of nostalgia. Ditty is as catchy as the mumps and should have the kids from six to sixty humming, whistling and dancing to its fond refrain. The Chet Howard sparkle brightly throughout giving the needling an immense sendoff. Flip, titled "Headin' Home" is a repeat grade A performance for the choir boy. "More Than Ever Before" is a cookie you'll use 'more than ever before'.

riding high—Bloch's version maintains the now familiar arrangement to hold tight on the buffalo ride.

"Tell Me" (2:47)
"Easter Parade" (2:43)
ANDY RUSSELL
(Capital 15034)

● Nostalgic tones of balladeer Andy Russell and the gala wax story of this pleasing cupidity labeled "Tell Me." Andy does—and in the same grade A caliber that has identified him as a "name" item on the phonos. Stuff spills in slow tender mood, with Andy offering a chorus of Spanish lyrics in the middle. Music by maestro Paul Weston flavors the platter immensely to possibly set the stage for a slew of play. Flip is the quaint standard "Easter Parade"—a hunk of wax that has garnered exceptional play throughout the years. Andy's rendition runs true to form—it's another first rate performance.

"Two Left Hands" (2:40)

"Strollin'" (2:37)
FREDDY SLACK ORCH.
(Capitol 15035)

● Long missing from the phonos as a name attraction, maestro Freddy Slack and his crew step out with this pair titled "Two Left Hands" and "Strollin'", to come up with a pair of possibilities. Top side features chirp Charlotte Blackburn offering the cute lyrics swinging around maestro Freddy himself. Stuff makes for easy dancing pleasure and will suit the tastes of the not too lively crowd also. Flip is an all instrumental affair with the ivory's tinkling away all thru. Altho both sides don't portray the best in Mr. Slack, they do fill the bill.

"The Treasure of Sierra Madre" (2:32)

"The First Time I Kissed You" (2:44)
JOHNNIE JOHNSTON
(MGM 10150)

● Pair of warm, relaxing sides by balladeer Johnnie Johnston spring up here with the maestro of "The Treasure of Sierra Madre" and "The First Time I Kissed You" seeping thru. Top side is the one they'll go for—and loud and long at that. Cute Spanish flavor added here spikes the disk as Johnnie's rich vocal strains sweep down. Vocal combo labeled The Crew Chiefs fill in with some background tones in first rate order, while the Sonny Burke boys offer the instrumental work. Flip is another light romance tune, with the pipers soft glowing phrases making for magic mellow moments. Wax weaves in slow measure with Johnnie's vocal spot grabbing the lead all the way. "Sierra Madre" is the big one.

"There Ought To Be A Society" (2:53)

"Ok'l Baby Dok'l" (2:58)
BETTY GARRETT
(MGM 10147)

● Nostalgic novelty tones of chirp Betty Garrett and a pair of sides that can be used to good advantage in the phonos. It's "There Ought To Be A Society" and "Ok'l Baby Dok'l" that offers the vehicle here, with Bettys high and vibrant pipes wailing throughout. Both sides are in the novelty vein and make for loads of kicks and merriment throughout. You'll go for the top deck with its cute lyrics. Flip has a flicker attachment, the MGM pie "Big City", soon to be released. Take note of the gal's popularity via "South America, Take It Away"—add this hunk of wax and it spells coin play.

"You Were Meant For Me" (2:39)

"The Feathery Feeling" (2:31)
HELEN FORREST
(MGM 10146)

● Click tune on the rage again with heavy flicker attachment is this thing by chirp Helen Forrest tagged "You Were Meant For Me." From the flicker of the same name, the ditty itself falls into the current pattern of oldies riding high. Helen's rendition makes for pleasant listening, while the Four Woodsmen and the Harold Mooney ork back the lass. Ops are bound to remember the tune—it always has been a hot item for the phonos. On the backing with "The Feathery Feeling", thrush Forrest picks 'em up in the light mood to spin a number for the soda spots. Altho the pair won't stop traffic, they nevertheless might do the trick toward boosting phono play.

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Walter Dana

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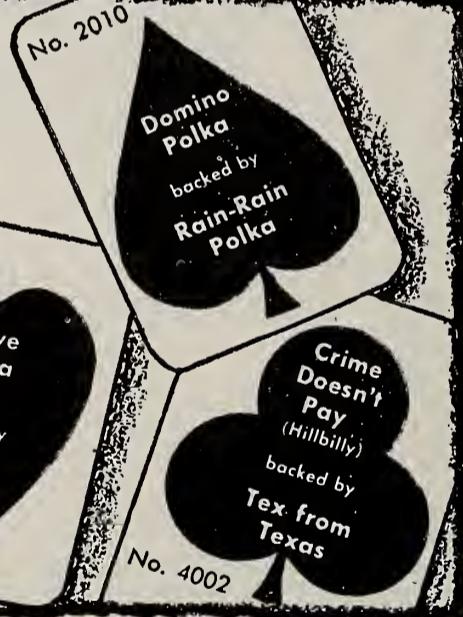


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Dana Music Company, Inc.
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New York 1, N. Y.



Larry Green's opening at the Bowman Room, Hotel Biltmore, New York, meant ropes up for the management, and an enjoyable evening to the huge throng of music folk who attended. The Bowman Room appearance is Larry's first New York engagement—and from the many whispers overheard, it certainly seems as if he'll be playing mainstem for quite some time. The crowd roared their approval of Larry and his brilliant piano fashions all thru the evening. Seems as if Larry, who has been a Boston favorite for ever so long might become a new heart-throb.

We hear that Capitol Records and Stan Kenton, ardent bandleader-progressive jazz advocate, have settled their difference over a recording believed to be the most unusual recorded by the Kenton orchestra. "Monotony" will be included in the next Kenton release, Capitol announced at the end of its discussion with Kenton. However, the release date of the recording has been moved ahead from its original February date to the middle of May, because of delays resulting from discussions. Capitol originally felt "Monotony" should not be released because the music is so "radical." Kenton felt that it should be released as an outstanding expression of the progressive jazz he supports.

The story behind the birth of a song: Louis Prima's little lucky charm, five year old Gioia Lombardi seems to be responsible for the maestro's latest RCA-Victor platter. Gioia, who appears with the band whenever playing the east, recently popped with "I don't know whether I'll have a baby brother or sister, 'cause Mommie does her shopping in the Bronx (N.Y.) where we live." Everybody chuckled and finally somebody suggested telling her the story of the birds and the bees. Being an inquisitive child, she began asking the boys in the band for the story. Louis told her that they were writing a song called, "The Bee Song." "May I hear it," she asked. The windup—Louis, Barbara Belle and Anita Leonard sat down and knocked out what has been recorded on RCA-Victor 20-2711—"The Bee Song."

Raymond Scott has dropped his big band in favor of devoting his entire efforts to his famed six-man Quintet. Scott, who originally achieved musical prominence via radio and records had fronted a 16 piece crew for the past several years. . . . p.s.: dig the title of his latest composition, "Dedication Piece To The Passengers And Crew of The First Rocket Express To The Moon."

. . . Dean Martin, the singing half of the Dean Martin-Jerry Lewis comedy team, opens at the Carousel Club in Pittsburgh, Feb. 23. . . . Regent Records recording of "Sabre Dance" by the Don Henry Trio is really kicking up a stir. United Music picked up a copyright on the Don Henry arrangement while Leeds Music discovered the tune was in their catalog. Leeds requests royalty payments from Regent since they claim they hold the copyright. Meanwhile, Regent Records is in the middle. . . . Nellie Lutcher is booked solid right through November, 1948. . . . whew. . . . Peggy Lee the hottest fem vocalist around with her rendition of "Manana," "Golden Earrings" and "I'll Dance At Your Wedding" hotter than a ten dollar pistol. . . . Irwin Dash music pubber from across the pond taking back several songs he picked up here. Among the many: "La-Roo," "If I Had A Penny," "Tell Me A Story," "Rambling Rose," "My Corny Country Cousin" and "I Evol Uoy."

Rollin' 'Round Randolph

Nite-lifers continue to throng to the Hotel Sherman's College Inn now featuring Mildred Bailey. Several years have passed since Mildred last appeared in Chi., yet she comes back now to make a big hit with her show stopping numbers. Best of all her numbers is that famous oldie "Old Rockin' Chair," "Lover Come Back To Me," "There'll Be Some Changes Made," and "Don't Worry About Strangers." Johnny Kirby and his ork supply the music, accenting swingy tempos with subtle rhythms for dancing. . . . Will Back, who opens with his orchestra February 27th at the Melody Mill, all enthused over distributors' reaction to his Tower recording of "Short and Sweet." . . .

* * *

Joe Suti now appearing at the Walnut Room of the Bismarck Hotel is anxiously awaiting the release of his Fortune Record which he waxed in Detroit before the ban. The numbers include, "Just For Tonight," "I'll Teach You The Words," and, "When Senorita Comes To Meet The Senor." . . . Record stores and Victor Distributors are receiving numerous requests for Eddie Hanson's "Windy City Polka," with Lawrence Duchow and his Red Raven Ork. Although this number has not yet been released, demands stem from the rendition Eddie gave on his broadcast. . . . Patrons at the Mayfair Room of the Blackstone Hotel applauding their approval of Tito Guizar, the romantic Latin troubadour. Tito comes up with one of the most sensible tunes we've heard in years, "If Life Could Be Like Music, How Sweet It Would Be." . . .

* * *

The State and Lake Theatre which brings Dave Garroway, Eddie Hubbard, Ernie Simon and Lynn Burton, the four top disc jocks, together in one act when they open there on March 12th, will also feature Mel Torme, "the Velvet Fog" and Rose Murphy, Majestic's sensational thrush. . . . Orchids to Art Kassel, band leader, now at the Blackhawk, who took time out this past Wednesday afternoon to entertain the vets out at Hines Hospital, with his "Kassels in the Air" music. . . . Over at the North side's Rag Doll, Raymond Scott gives promise of surpassing all his previous successes. Ray, along with his new reorganized small band, really makes a hit with the crowds that pack in to hear such numbers as "Siberian Sleigh Ride," "Slaughter in the Chicken House," and "Power House," some of Mr. Scott's own compositions. . . .

* * *

Tex Beneke and his Ork playing the University of Chicago's annual Washington Prom last Saturday night. . . . Ruth Patch, publicity director for Vitacoustic Records, back at her desk again and on the job once more. . . . Lee Egalmick of Miracle Records tells us the plattery is considering a deal to tie up with another race label. . . . Evelyn Aron of Aristocrat Records all enthused over the terrific response to their "Union Man Blues." Ops are pegging this number high among the ten top race tunes. . . .

America's No. 1 Juke Box Attraction!

Eddy HOWARD

and his Orchestra

BIG in the BOXES with

SLEEPER OF THE WEEK

"NOW IS THE HOUR"

"TRUE"

MAJESTIC No. 1190

"ALL DRESSED UP WITH A BROKEN HEART"

"I'M LOOKING OVER A FOUR LEAF CLOVER"

MAJESTIC No. 1236

"BUT BEAUTIFUL"

"MY COUSIN LOUELLA"

MAJESTIC No. 1214

Coming Up!

"BEG YOUR PARDON"

"AN OLD SOMBRERO"

MAJESTIC No. 1220

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.

Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—

Majestic RECORDS in your machines.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Pasternack Named Sales Chief at LeMav Dist. Co.



AL PASTERNAK

NEW YORK—John Le Marr, president of the Le Mar Distributing Corp., announced the appointment of Mr. Al Pasternack as general sales manager of the automatic music division, this past week.

Mr. Pasternack has been associated in the automatic music industry for the past sixteen years and recently manned a post at the photograph operators union in this city.

Well known to juke box operators throughout the east, Mr. Pasternack stated that he will immediately institute a policy of close cooperation between the juke box operators and his distributing office.

Atlantic Records Set Distribution Thruout Eastern Area

NEW YORK—Herb Abramson, president of Atlantic Records, announced this past week that initial Eastern distribution for the company has been set in three major cities.

Handling the line at present are Cosnat Dist. Co. for the New York area; the Scott-Crosse Company for Eastern Pennsylvania and Schwartz Bros. company for Washington, D. C.

Atlantic artists include Stan Kenton bassist Eddie Safranski, Bob Howard, Melrose Colbert, the Tiny Grimes Quintet, Joe Morris Orchestra and The Harlemaires.

Abramson formerly was national sales manager for National Records and was greatly responsible for their click sales smash of '47, "Open The Door Richard."

**Important Announcement For All
MUSIC OPERATORS**

SEE PAGE 8

(Inside Front Cover—Music Section)

National Records
NOW ON SALE

BILLY ECKSTINE

Ray Smith FOLK MUSIC

"WHEN MY DAY ROLLS AROUND" NAT. 5016

"REMEMBER ME" NAT. 5015

Blue Mountain Boys

"SCARS UPON MY HEART" NAT. 5015

"SUNDOWN AND SORROW" NAT. 5015

Teddy Phillips and his orchestra

"YES SIR THAT'S MY BABY" NAT. 7020

"BLOOMING APPLE TREE" NAT. 7020

"ALL OF ME"
"SHE'S GOT BLUES FOR SALE" NAT. 9041

★ ★ ★
"IN THE STILL OF THE NIGHT"
"GLOOMY SUNDAY" NAT. 9037

NATIONAL Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
OR NATIONAL DISC SALES • 1641 B'WAY, N.Y. 23, N.Y.

Roy Milton's

Latest

"KEEP A DOLLAR IN
YOUR POCKET"

backed by

"MY BLUE HEAVEN"

SP522



*The Ten Top Tunes Netting
Heaviest Play Compiled From
Reports Submitted Weekly To
The Cash Box By Leading Music
Operators in New York City's Harlem.*

I LOVE YOU YES I DO

1 **Bull Moose Jackson**
(King 4181)

Tops the heap again with this great platter still going strong.

GONE AGAIN

2 **Lionel Hampton O.**
(Decca 24248)

Terrific disking by Hampton booms this deck to the second spot.

BARNYARD BOOGIE

3 **Louis Jordan**
(Decca 24300)

Into the charmed circle with ops going wild about the sensational play.

35-30

4 **Paul Williams Sextet**
(Savoy)

Drops one this week, altho play continues to hold up.

HOT SAUCE BOSS

5 **Earl Bostic**
(King)

Hot Sauce and hot coin—ask the ops.

WHAT'S THE USE

6 **Roy Milton**
(Specialty 5191)

Milton continues to keep the ops going like sixty for his platters.

845 STOMP

7 **Earl Bostic**
(King 1541)

Still riding high as a featured item on the phonos.

TRUE

8 **Billy Eckstine**
(MGM 10123)

A real strong meaningful ballad by Eckstine, and another zinger for ops.

IF I DIDN'T HAVE YOU

9 **Gladys Palmer**
(Miracle 1231)

Into the ninth spot after a long run across the board.

HONEY, HONEY, HONEY

10 **Hadda Brooks**
(Modern 5241)

Breaks into the big time with ops wagering this ditty will reach the top.



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1 I LOVE YOU YES I DO

Bull Moose Jackson
(King 4181)

2 845 STOMP

Earl Bostic
(King 4198)
(Gotham 154)

3 BELL BOY BOOGIE

Todd Rhodes
(Vitacoustic 1001)

4 HONEY, HONEY, HONEY

Hadda Brooks
(Modern 157)

5 MY LOVE IS LIMITED

Amos Milburn
(Alladin 201)

6 I CAN'T GIVE YOU ANYTHING BUT LOVE

Rose Murphy
(Majestic 1204)

7 HEY LITTLE GIRL

Paul Gayten Trio
(De Luxe 1138)

8 MISS FANNY BROWN

Roy Brown
(DeLuxe 1128)

9 STORMY MONDAY BLUES

T-Bone Walker
(Black & White 122)

10 WRITE ME A LETTER

The Ravens
(National 9038)

The Critics Agree
It's a Solid Hit!

on

CONTINENTAL'S
original

TOOLIE
OOLIE
DOOLIE

(THE YODELING POLKA)

by VAUGHN HORTON (composer)

and his POLKA DEBS

BACKED by

THE SKATERS WALTZ

Continental #C1223

February 21, 1948

THE CASH BOX

SLEEPER
OF THE WEEK

"Toolie Oolie Doolie" (2:50)
"The Skaters Waltz" (2:41)
VAUGHN HORTON ORCH.

IMMEDIATE DELIVERY FROM STOCK

COPIES AVAILABLE by

Southern Music Publishing Co.

1619 BROADWAY, N. Y. C.

Write for Complete Catalogue of Continental hits

SEE YOUR Local Distributor OR

CONTINENTAL RECORDS

NEW YORK 265 WEST 54th ST., NEW YORK, N. Y.
CLEVELAND 626 HURON ROAD, CLEVELAND 15, OHIO
DETROIT 415 BRAINARD ST., DETROIT, MICH.
CHICAGO 549 W. RANDOLPH ST., CHICAGO 47, ILL.

Debs Set Debut For Johnny Blane

NEW YORK—New twist in introducing a member of the swoon parade will occur this February 26 at The Little Club, this city, when a crop of the season's most ravishing debutantes usher in vocalist Johnny Blane.

Johnny, formerly using the tag line Lane was selected by the debs, with Miss Audrey Keon, one of the most rushed debs of the year throwing the cocktail party for Johnny.

Proceeds of the cocktail party will be given to the Parkway Hospital Building Fund, Miss Keon's Committee announced.

An elaborate program has been set for the party, with many of the nation's top notch artists and recording stars scheduled to appear. Mr. Blane will be christened with his new name officially at the party and will also sing a medley of songs.

Blane highlights Regent Records and formerly made his initial guest appearance at the Blue Mirror, Newark, N. J.

For GOLD in The Boxes

TURN TO PAGE 8

(Inside Front Cover—Music Section)

Exclusive Names National Sales Rep.

HOLLYWOOD, CALIF.—Leon Rene, president of Exclusive Records Company, announced the appointment of Mr. L. A. Shapiro as national sales representative for the firm.

Mr. Shapiro, with an extensive background in the record distributing business will act as liaison representative for the firm between their New York and Hollywood offices. He will also contact all their national distributors, the plat-tery announced.

"We are sure that Mr. Shapiro will be a definite asset to our organization", said Mr. Rene following the announcement.



HAILED by TOP CRITICS! SMASH HIT of '48

"MAD ABOUT YOU"

BACKED "DEEP IN A DREAM"

RONNIE DEAUVILLE *With RAM RAMIREZ Quartet*

SUPER DISCS No. 1049

Distributors: Some choice territories still available. Write, wire, or phone to IRVIN FELD, Sales Mgr., SUPER DISCS, 3623 12th St., N.E., Washington, D. C.—Phone Dupont 0213.

AND NOW THE PERMO POINT ROUND with a NEW PERMOMETAL (Osmium) ALLOY TIP DEVELOPED AND PRODUCED IN OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS) THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP

WILL OUTWEAR...

WILL GIVE LONGER RECORD LIFE...

WILL BE MORE DEPENDABLE...

WILL BE MORE ECONOMICAL...

THAN ANY OTHER CONVENTIONAL COIN

PHONO NEEDLE MADE!

THE SAME PRICE SINCE 1938:

1 to 10—35c each, 11 to 99—32c each, 100 or more—30c each

MORE PERMO NEEDLES SOLD THAN ALL LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. Ravenswood

—UNDISPUTED LEADERSHIP SINCE 1929—

Chicago 26, Ill.



35-30

1 **Paul Williams Sextet**
(Savoy 661)

Retains its hold on first place with ops reported buying like mad.

UNION MAN BLUES

2 **Andrew Tibbs**
(Aristocrat 1101)

Here it is in second place after a phenomenal rise. A great coin culler.

3 **BARNYARD BOOGIE**

3 **Louis Jordan**
(Decca 24300)

Grabs onto the charmed circle with Jordan's click tones charming coin.

I LOVE YOU

4 **YES I DO**
Bull Moose Jackson
(King 4181)

One of the greatest money makers ever say a million ops.

5 **IF I DIDN'T HAVE YOU**

5 **Gladys Palmer**
(Miracle 123)

In fifth place this week with ops still catching heavy play.

6 **SOOTHE ME**

6 **Johnny Moore**
(Exclusive 2591)

Click Johnny Moore tune beckons a slew of coin.

7 **KEEP A DOLLAR IN YOUR POCKET**

7 **Roy Milton**
(Specialty 5221)

Bounces into the limelight with ops pegging this one high.

8 **WHAT'S THE USE**

8 **Roy Milton**
(Specialty 5191)

Drops from its peak position of last week to latch on to eighth place here.

9 **BUBBLES**

9 **Bill Moore**
(Savoy 662)

Latest Savoy click tune. Music ops reported getting hot for this one.

10 **TRAIN TIME BLUES**

10 **Amos Milburn**
(Aladdin 2061)

Spreading like wild fire throughout the nation. Keep your eyes peeled on this one.

HOT

on CENTRAL AVE.
in LOS ANGELES

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

1 WRITE ME A LETTER

The Ravens
(National 9038)

2 I LOVE YOU YES I DO

Bull Moose Jackson
(King 4181)

3 KEEP A DOLLAR IN YOUR POCKET

Roy Milton
(Specialty 522)

4 BARNYARD BOOGIE

Louis Jordan
(Decca 24300)

5 LONG SKIRT BABY BLUES

T-Bone Walker
(Black & White 122)

6 TRAIN TIME BLUES

Amos Milburn
(Aladdin 206)

7 TOMORROW NIGHT

Lonnie Johnson
(King 4201)

8 HONEY, HONEY, HONEY

Hadda Brooks
(Modern 524)

9 CADILLAC BOOGIE

Jimmy Liggins
(Specialty 522)

10 RECESS IN HEAVEN

Dan Grissom
(Jewel 2004)

From
THE CASH BOX FEB. 21

... a storm due
to break around...

The DON REID

CHET HOWARD

METROTONE

Recording of

"MORE THAN EVER BEFORE"

backed by

"HEADIN'
HOME"

and says

THE CASH BOX... Feb 21st
... the storm due to break around balladeer
Don Reid will mean only one thing—a series of
personal appearance tours ...
"MORE THAN EVER BEFORE" IS A SMASH

ORDER

METROTONE #M 1011
AND CASH IN BIG!

CHOICE TERRITORIES AVAILABLE
DISTRIBUTORS CONTACT:

METROTONE RECORDS

712 Crown St.

Brooklyn, N.Y.

Phone: PResident 4-5086

Short Shots From the Hills and Plains

Gabe Drake's Republic record of "I Lost My Love" is catching on fairly rapidly in the east . . . ditto the Harmonaires waxing of "Rainbow Ranch" . . . Millie and Bonnie, The Radio Rangerettes, are knockin' 'em dead on WWVA, Wheeling, W. Va. The gals are featured on the Saturday night Jamboree and have several other programs as well . . . Murray Sisters are one of the highlights on the ABC Hayloft Hoe-Down heard on Saturday nights out of Philadelphia. These girls are one of the few acts in the country who have what is known as perfect harmony. Wait till you hear them on "Toolie Oolie Doolie" . . . Incidentally, the rapid popularity of folk and western music in Philadelphia is nothing short of astounding. We can remember the time that this brand of music didn't even rate along the eastern coast . . .

* * *

Met one of the most charming personalities ever this past week at a New York band opening. The name—Rosalie Allen. She currently has one of the better featured shows in the New York area dealing with folk and western music. On the air over WOV, 10 to 12 midnight each and every night, Rosalie's popularity has grown by leaps and bounds. And don't forget her click RCA-Victor records which are constantly in demand. Her current click tune, "Never Trust A Man" is catching a slew of coin in the phonos...

Something not to be missed. T. Texas Tyler's terrific recording of "A Deck of Cards" on Four Star Records. You can bet your boots that this record will be in the top brackets before long . . . Texas Jim Robertson has two hits riding at one and the same time. "The Miner's Song" and "Signed, Sealed and Delivered." Speaking of the latter tune, have you noticed the tremendous amount of flack that has been focused on Cowboy Copas since its release? We understand that Copas has a raft of offers for personal appearances . . . The Korn Kobblers still breaking house records at The Flagship, in New Jersey, despite the general business slump . . . Betty Johnson still pleasing many via her CBS "Carolina Calling" air show . . . The Nevada Sisters rapidly catching coin via "Pin A Rose On Me" . . . Chet Atkins making personal appearances with Homer & Jethro out of Knoxville, Tenn.

A GOLD STRIKE! TURN TO PAGE 8

(Inside Front Cover—Music Section)

"Folk and Western" RECORD REVIEWS

BULLSEYE of the WEEK

"No Letter Today"
"Never Trust A Man"

JUDY CANOVA
(Majestic 1215)

• Oldie that went like a bucking mule grabs this featured spot, with the top notch vocal treatment of Judy Canova to offer the mellow wordage of "No Letter Today." Always a favorite item and since become a standard tune, Judy's rendition seems certain to catch hold in a big way. You'll go for the gal's hefty pipes—her styling is superb. Flip is the popular "Never Trust A Man" which might come in for some lively action. Once again the chirp really lets go with some excellent string backing filling out the side. Latch on to this platter right away.

LeMAR DISTRIBUTING CORP.

Is Pleased To Announce The Appointment Of

AL PASTERNAK

As GENERAL SALES MANAGER to the TRADE

Ask Him About the HITS on

**RAINBOW - ATLAS - TRILON - VERNE
HUB - LAFF**

Featuring These Great Artists

**FRANKIE LAINE — JIMMIE SAUNDERS
VIVIANE GREENE — THE RAVENS**

LeMAR DIST. CORP., 41 W. 66th ST., N. Y. C. (Phone: TR 3-0603)

THE HIT

Ask The Operator
Who Has It!

**R-128 "YOU CAN'T BE TRUE, DEAR"
"CUCKOO WALTZ"**

Coming Up:

**R-129 "DONKEY SERENADE"
"CIRIBIRIBIN"**

ORDER FROM

J. F. BARD Co., Inc.

329 S. WOOD STREET
CHICAGO 12, ILL.

or

Your Nearest RONDO Distrib

Send For Complete Catalog



KEN GRIFFIN

The Wizard Of The Organ

ON

RONDO RECORDS

"I Can't Win For Losin'"
"Reno Bound"

KARL & HARTY
(Capitol 40089)

• Pair of sides which ops may use as attractive filler material are these offered here by Karl & Harty, popular folk combo in many a spot. Top deck spills in slow timing with a fair guitar and mandolin spot in the background. Stuff is loaded with onion material and might appeal to those that go for this brand. On the flip with "Reno Bound", the combo pitch again for some highbrow wordage to come up with a possibility. Both sides are there for the asking—you take it from here.

"Signed, Sealed & Delivered"
"Easy to Please"

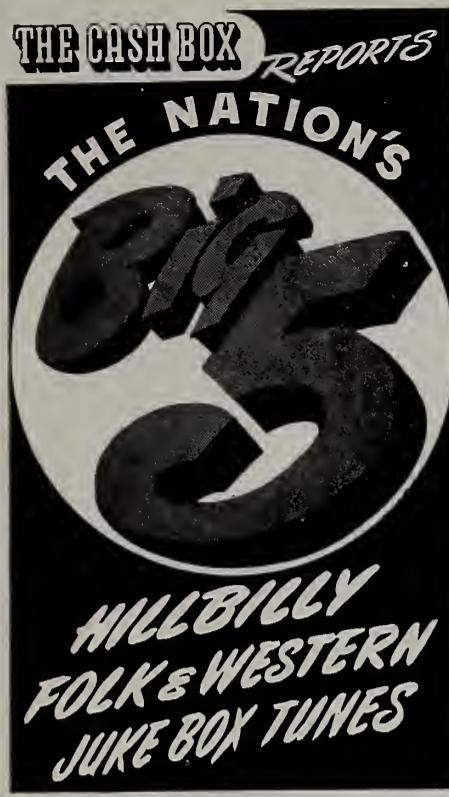
JIMMY WAKELY
(Capitol 40088)

• Top notch western disk is offered by the very capable ind popular Jimmy Wakely here with the strains of "Signed, Sealed & Delivered" coming thru. Platter is currently booming in every spot in the nation. Jimmy's rendition should keep the coins coming and rapidly at that. On the flip with "Easy To Please", Jimmy comes back for another pleasurable spot of straight vocalizing. Top notch guitar spills here and adds loads to the platter's quality.

"Westphalia Waltz"
"Houston Waltz"

FLOYD TILLMAN
(Columbia 38086)

• Pair of pleasing waltz tunes by Floyd Tillman and the tones of "Westphalia Waltz" and "Houston Waltz" rounding out. Top deck is in the instrumental vein with the wax winding slow for the dance crowd. Flip has a fair vocal spot with the wordage worked around the title. Name value here might stir the coin play—it deserves your attention.



HILLBILLY FOLK & WESTERN JUKE BOX TUNES

1 SIGNED, SEALED AND
DELIVERED

Cowboy Copas
(King 658)

2 I'M MY OWN
GRANDPA

Lonzo & Oscar
(Victor 20-2563)

3 NEVER TRUST A MAN

Rosalie Allen
(Victor 20-2608)

4 BUBBLES IN MY BEER

Bob Wills
(MGM 10116)

5 SLAP 'ER DOWN
AGIN, PAW

Esmereldy
(Musicraft 524)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

ROSES HAVE THORNS

Jerry Irby
(MGM 10117)

THE KIND OF LOVE
I CAN'T FORGET

Bob Wills
(Columbia 37926)

I'LL HOLD YOU
IN MY HEART

Eddy Arnold
(Victor 20-2332)

TUCK ME TO SLEEP

Denver Darling
(MGM 10129)

BLIND ALLEY

Johnny Bond
(Columbia 38063)



BULL MOOSE

SCORES AGAIN!

ANOTHER SMASH HIT!

"All My Love Belongs To You"

GREATER THAN "I LOVE YOU YES I DO"

ON

KING 4189 backed by "I Want A Bowlegged Woman"

AND

KING 4213 backed by "Three Bones"

KING RECORDS

EXECUTIVE OFFICES

1540 BREWSTER AVE. CINTI. 7, OHIO

PLAZA 2211.

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NEW YORK CITY (Cincy Records) 762 TENTH AVE.

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PHONE 4-8409

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FAIRFAX 7572

COLUMBUS 5-7758

PHONE 3-9913



The RAVENS

The Quartet You'll Rave About

Exclusive NATIONAL Recording Artists

UNIVERSAL ATTRACTIONS
347 Madison Ave., New York

DOUBLE-DECKER SMASH!
"BE I BUMBLE BEE OR NOT"
"FOOL THAT I AM"
National No. 9040

QUESTION: Who Will Be The New
Musical Sensation of 1948?

AND

★ ★

ANSA: RAMON LITTEE
AND HIS SPARKLING ORCHESTRA

FOR THE

★ ★

RECORD: "RHUMBA JUBILEE"

and

"CUBAN MARBLE GAME"

DISTRIBUTORS! For available
Territories — Write — Wire

ANSA RECORDS
366 B'WAY, NEW YORK 13, N.Y.

NEW YORK STATE
MID-TOWN DISTRIBUTORS, INC.
1674 B'WAY, NEW YORK 19, N.Y.
(PHONE: PLAZA 7-2944)

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS
IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

	Jan. 21	Jan. 14	Jan. 7
1—Ballerina	122.4	129.2	144.8
CO-38040—BUDDY CLARK <i>It Had To Be You</i>			
DE-24265—ENRIC MADRIGUERA O. <i>Jungle Rhumba</i>			
DE-24278—BING CROSBY <i>Golden Earrings</i>			
ME-5075—JERRY SHELTON TRIO <i>The Stars Will Remember</i>			
MG-10035—JIMMY DORSEY O.			
MU-15116—MEL TORME <i>What Are You Doing New Years Eve?</i>			
VI-20-2433—VAUGHN MONROE O. <i>The Stars Will Remember</i>			
2—I'm Looking Over a Four Leaf Clover	98.1	81.7	62.8
CA-491—ALVINO REY ORCH. <i>Spanish Cavalier</i>			
CO-38100—TINY HILL ORCH. <i>Show Me The Way To Go Home</i>			
CO-38082—CODY FOX <i>I Only Want A Buddy</i>			
CO-38081—ARTHUR GODFREY <i>The Thousand Islands Song</i>			
DE-24319—RUSS MORGAN ORCH. <i>Bye Bye Blackbird</i>			
ME-5100—UPTOWN STRING BAND			
ME-5105—FRANKIE LAINÉ			
MG-10119—ART MOONEY ORCH. <i>The Big Brass Band From Brazil</i>			
MU-543—THE POLKA DOTS			
RA-10043—JIMMY SAUNDERS <i>Heart Breaker</i>			
SI-15117—RAY BLOCH ORCH. <i>But Beautiful</i>			
TR-220—ALEXANDER ORCH.			
VI-20-2668—THE THREE SUNS <i>Eccentric</i>			

	Jan. 21	Jan. 14	Jan. 7
3—Serenade of the Bells	95.7	78.7	105.5
CA-75007—JO STAFFORD <i>The Gentleman Is A Dope</i>			
CO-37956—KAY KYSER ORCH. <i>Pass That Peace Pipe</i>			
DE-24258—GUY LOMBARDO ORCH. <i>Sipping Cider By The Zuyder Zee</i>			
ME-5090—VIC DAMONE <i>I'll Dance at Your Wedding</i>			
MG-10091—BOB HUSTON <i>A Tune For Humming</i>			
VI-20-2372—SAMMY KAYE ORCH. <i>That's What Every Young Girl Should Know</i>			
4—Golden Earrings	94.1	81.2	84.4
CA-15009—PEGGY LEE <i>I'll Dance at Your Wedding</i>			
CO-37932—DINAH SHORE <i>The Gentleman Is a Dope</i>			
DE-24278—BING CROSBY <i>Ballerina</i>			
DE-24277—VICTOR YOUNG ORCH. <i>All Through the Night</i>			
DE-24270—GUY LOMBARDO ORCH. <i>You Are Never Away</i>			
ME-3072—ANITA ELLIS <i>Love for Love</i>			
MG-10085—JACK FINA ORCH.			
VI-20-2585—CHARLIE SPIVAK ORCH. <i>Tenderly</i>			
5—Now Is the Hour	67.8	48.5	35.7
CA-15024—MARGARET WHITING <i>But Beautiful</i>			
CO-38061—HORACE HEIDT O. <i>I'll Never Say I Love You</i>			
CO-38115—BUDDY CLARK <i>Peculiar</i>			
DE-24279—BING CROSBY <i>Silver Threads Among The Gold</i>			
ME-5103—LES PAUL TRIO <i>My Extraordinary Gal</i>			
MG-10125—KATE SMITH <i>I'll Never Say I Love You</i>			
MU-532—SHEP FIELDS O. <i>Lone Star Moon</i>			
MA-1191—EDDY HOWARD O. <i>True</i>			
SI-15178—RAY BLOCH O. <i>Nina-Nana</i>			
VI-20-2704—CHARLIE SPIVAK O. <i>Who Are We To Say</i>			
6—How Soon	65.8	74.3	85.1
CO-37952—DINAH SHORE <i>Fool That I Am</i>			
DE-24101—CARMEN CAVALLERO—BING CROSBY <i>You Do</i>			
MA-1179—DICK FARNEY			
ME-5069—JOHN LAURENZ <i>You Call It Madness</i>			
TO-1258—JACK OWENS <i>Begin The Beguine</i>			
TR-195—GUY CHERNEY <i>Peggy O'Neil</i>			
VI-20-2523—VAUGHN MONROE ORCH. <i>True</i>			
7—I'll Dance at Your Wedding	64.8	53.9	59.3
CA-15009—PEGGY LEE <i>Golden Earrings</i>			
CO-37967—RAY NOBLE ORCH. <i>Those Things Money Can't Buy</i>			
DE-24318—GUY LOMBARDO O. <i>Thoughtless</i>			
DE-24266—JANIE LEITT <i>Please Don't Play Number Six Tonight</i>			
ME-5090—VIC DAMONE <i>Serenade of the Bells</i>			
MG-10095—HELEN FORREST			
VI-20-2512—TONY MARTIN <i>Carolina in the Morning</i>			
8—Beg Your Pardon	42.1	45.6	27.1
BU-1700—FRANCIS CRAIG O.			
CA-490—DINNING SISTERS <i>Melancholy</i>			
CO-38036—FRANKIE CARLE O. <i>The Dream Peddler</i>			
DE-24339—RUSS MORGAN O. <i>All Dressed Up With A Broken Heart</i>			
MG-10140—ART MOONEY ORCH.			
VI-20-2647—LARRY GREEN O. <i>Can It Ever Be The Same</i>			
9—Manana	40.5	44.6	9.2
CA-15022—PEGGY LEE <i>All Dressed Up With A Broken Heart</i>			
DE-24333—THE MILLS BROS. <i>I Wish I Knew The Name</i>			

	Jan. 21	Jan. 14	Jan. 7		Jan. 21	Jan. 14	Jan. 7
10—Too Fat Polka	37.8	64.9	84.2	17—Near You	15.5	20.1	21.6
CA-480—THE STARLIGHTERS <i>Your Red Wagon</i>				BU-1001—FRANCIS CRAIG <i>Red Rose</i>			
CO-37921—ARTHUR GODFREY <i>For Me and My Gal</i>				CA-452—ALVINO REY ORCH. <i>Oh Peter</i>			
DE-24268—ANDREWS SISTERS <i>Your Red Wagon</i>				CO-37838—ELLIOT LAWRENCE ORCH. <i>How Lucky You Are</i>			
MA-6022—SLIM BRYANT				DE-24171—THE ANDREWS SISTERS <i>How Lucky You Are</i>			
ME-5079—TWO TON BAKER ORCH. <i>With a Hey and a Hi</i>				MA-7263—VICTOR LOMBARDO ORCH. <i>Zu-Bl</i>			
MG-10106—BLUE BARRON ORCH. <i>Mickey</i>				ME-5066—TWO TON BAKER <i>I'm a Lonely Little Petunia</i>			
VI-20-2609—LOUIS PRIMA ORCH. <i>If I Only Had a Match</i>				RA-1001—THE AUDITONES			
11—Civilization	36.2	44.4	35.4	SA-657—FOUR BARS & A MELODY			
AP-1059—THE MURPHY SISTERS <i>You're Breaking In A New Heart</i>				ST-3001—DOLORES BROWN			
CA-465—JACK SMITH <i>Don't You Love Me Anymore?</i>				VI-20-2421—LARRY GREEN ORCH. <i>Pic-A-Nic-In</i>			
CO-37885—WOODY HERMAN <i>Boulevard of Memories</i>				18—Slap 'Er Down Agin, Paw	11.5	6.8	—
DE-23940—DANNY KAYE—ANDREWS SISTERS				CO-38006—ARTHUR GODFREY			
MA-7274—RAY MCKINLEY ORCH. <i>Those Things Money Can't Buy</i>				MU-524—ESMERELDY			
ME-5067—DICK TWO TON BAKER ORCH.				VI-20-2686—PATSY MONTANA			
MG-10083—SY OLIVER ORCH.				19—You Do	9.2	22.8	23.9
DE-2478—BING CROSBY				CA-438—MARGARET WHITING <i>My Future Just Passed</i>			
VI-20-2400—LOUIS PRIMA O. <i>Forsaking All Others</i>				CO-37587—DINAH SHORE <i>Kokomo, Indiana</i>			
12—Pianissimo	28.6	7.9	25.5	DE-24101—CARMEN CAVALLARO <i>How Soon</i>			
CO-38051—BUDDY CLARK <i>You're Too Dangerous, Cherie</i>				MA-12011—GEORGIA GIBBS <i>Feudin' and Fightin'</i>			
DE-24309—BOB CARROLL <i>One Raindrop Doesn't Make A Shower</i>				ME-5056—VIC DAMONE <i>Angela Mia</i>			
ME-5089—SNOOKY LANSON				MG-10050—HELEN FORREST <i>Baby, Come Home</i>			
MG-10118—BOB HOUSTON <i>I'm All Dressed Up With A Broken Heart</i>				SI-15114—LARRY DOUGLAS <i>Sleep, My Baby Sleep</i>			
MU-527—MINDY CARSON <i>What Do You Want To Make Those Eyes At Me For</i>				VI-20-2361—VAUGHN MONROE O. <i>Kokomo, Indiana</i>			
VI-20-2593—PERRY COMO <i>I've Got A Feeling I'm Falling</i>				20—Because	8.6	—	—
13—Pass that Peace Pipe	24.7	28.7	34.9	VI-20-2653—PERRY COMO <i>If You Had All The World And All Its Gold</i>			
CA-15010—MARGARET WHITING <i>Let's Be Sweethearts Again</i>				ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY			
CO-37956—KAY KYSER O. <i>Serenade of the Bells</i>				21—Whiffenpoof Song	7.3	7.5	14.5
DE-24269—BING CROSBY <i>Suspense</i>				22—Your Red Wagon	6.9	11.9	9.1
MA-1176—MARTHA TILTON <i>A Fellow Needs A Girl</i>				23—Shine	6.3	7.4	—
ME-5080—HARRY COOL O. <i>I Wouldn't Be Surprised</i>				24—Matinee	5.6	—	—
MG-10112—ART MOONEY O. <i>I'm Waiting For Ships That Never Come In</i>				25—Thousand Islands Song	5.3	1.8	—
VI-20-2483—BERYL DAVIS				26—Corabelle	5.2	7.8	11.8
14—I'm My Own Grandpa	20.7	16.8	14.1	27—Ooh, Look-A There, <i>Ain't She Pretty?</i>	5.1	2.6	1.4
CO-38068—TONY PASTOR O. <i>The Secretary Song</i>				28—Papa Won't You <i>Dance with Me?</i>	5.0	2.9	9.0
DE-24288—GUY LOMBARDO O. <i>Frankie & Johnny</i>				29—Gonna Get a Girl	4.3	6.7	2.1
KI-694—GRANDPA JONES				30—Best Things In Life <i>are Free, The</i>	3.9	6.9	—
ME-6087—TINY HILL O. <i>The Eyes of Texas</i>				31—Barnyard Boogie	3.6	—	—
MG-10136—THE KORN KOBBLERS				32—My Old Flame	3.5	2.8	5.1
MU-536—ESMERELDY				33—Fellow Needs a Girl, A	3.4	1.9	3.9
TC-20-33—THE JESTERS				34—So Far	2.4	9.4	7.5
VI-20-2563—LONZO & OSCAR				35—At the Candlelight Cafe	2.3	5.9	4.7
15—Sierra Madre	18.1	20.3	9.3	36—Two Loves Have I	1.9	14.4	12.9
CO-38026—RAY NOBLE ORCH. <i>Two Loves Have I</i>				37—All Dressed Up <i>With a Broken Heart</i>	1.8	—	—
DE-24280—DICK HAYMES <i>Little White Lies</i>				38—If I Only Had a Match	1.7	—	—
ME-5086—JOHN LAURENZ <i>I Understand</i>				39—Dickey-Bird Song, The	1.5	—	—
VI-20-2590—FREDDY MARTIN ORCH. <i>Don't Call It Love</i>				40—Passing Fancy	1.3	1.5	—
16—But Beautiful	17.9	9.9	5.5				
CA-15024—MARGARET WHITING <i>Now Is The Hour</i>							
CO-38053—FRANK SINATRA <i>If I Only Had a Match</i>							
DE-24283—BING CROSBY <i>The One I Love</i>							
DE-24294—BING CROSBY <i>Experience</i>							
ME-5096—FRANKIE LAINE <i>I've Only Myself To Blame</i>							
MG-10126—ART LUND <i>Love Is So Terrific</i>							
SI-15117—RAY BLOCH <i>Four Leaf Clover</i>							
VI-20-2616—TEX BENEKE ORCH. <i>You Don't Have To Know The Language</i>							

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FEBRUARY 28, 1948

New York

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. SHINE (Frankie Laine)
4. BEG YOUR PARDON (Francis Craig)
5. BALLERINA (Vaughn Monroe)
6. THOUGHTLESS (Guy Lombardo)
7. I'M MY OWN GRANDPAW (Guy Lombardo)
8. NOW IS THE HOUR (Bing Crosby)
9. GOLDEN EARRINGS (Peggy Lee)
10. BECAUSE (Perry Como)

Saginaw, Mich.

1. FOUR LEAF CLOVER (Art Mooney)
2. SERENADE OF THE BELLS (Kay Kyser)
3. BALLERINA (Vaughn Monroe)
4. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
5. GOLDEN EARRINGS (Peggy Lee)
6. HOW SOON (Bing Crosby)
7. BEG YOUR PARDON (Francis Craig)
8. NOW IS THE HOUR (Margaret Whiting)
9. MANANA (Peggy Lee)
10. I'M MY OWN GRANDPAW (Guy Lombardo)

Memphis, Tenn.

1. BALLERINA (Vaughn Monroe)
2. HOW SOON (Vaughn Monroe)
3. GOLDEN EARRINGS (Charlie Spivak)
4. FOUR LEAF CLOVER (Three Suns)
5. I'LL DANCE AT YOUR WEDDING (Tony Martin)
6. CIVILIZATION (Louis Prima)
7. SERENADE OF THE BELLS (Sammy Kaye)
8. THE BEST THINGS IN LIFE ARE FREE (Beryl Davis)
9. BEG YOUR PARDON (Larry Green)
10. I'M MY OWN GRANDPAW (Lonzo & Oscar)

Washington, D. C.

1. BALLERINA (Vaughn Monroe)
2. FOUR LEAF CLOVER (Art Mooney)
3. NOW IS THE HOUR (Bing Crosby)
4. GOLDEN EARRINGS (Peggy Lee)
5. BEG YOUR PARDON (Francis Craig)
6. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
7. HOW SOON (John Laurenz)
8. SERENADE OF THE BELLS (Jo Stafford)
9. I'M MY OWN GRANDPAW (Guy Lombardo)
10. MANANA (Peggy Lee)

Milwaukee, Wisc.

1. MANANA (Peggy Lee)
2. BALLERINA (Vaughn Monroe)
3. GOLDEN EARRINGS (Peggy Lee)
4. HOW SOON (Jack Owens)
5. RYE WHISKEY (Tex Ritter)
6. BUT BEAUTIFUL (Margaret Whiting)
7. SERENADE OF THE BELLS (Jo Stafford)
8. I'M MY OWN GRANDPAW (Jo Stafford)
9. YOU DO (Vic Damone)
10. SHINE (Frankie Laine)

Rochester, N. Y.

1. BALLERINA (Vaughn Monroe)
2. HOW SOON (Jack Owens)
3. FOUR LEAF CLOVER (Art Mooney)
4. SERENADE OF THE BELLS (Sammy Kaye)
5. TWO LOVES HAVE I (Perry Como)
6. GOLDEN EARRINGS (Peggy Lee)
7. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
8. BEG YOUR PARDON (Francis Craig)
9. NOW IS THE HOUR (Bing Crosby)
10. MANANA (Peggy Lee)

Chicago

1. MANANA (Peggy Lee)
2. FOUR LEAF CLOVER (Art Mooney)
3. GOLDEN EARRINGS (Peggy Lee)
4. NOW IS THE HOUR (Bing Crosby)
5. BEG YOUR PARDON (Frankie Carle)
6. I'M MY OWN GRANDPAW (Guy Lombardo)
7. SHINE (Frankie Laine)
8. SERENADE OF THE BELLS (Jo Stafford)
9. BALLERINA (Vaughn Monroe)
10. I'LL DANCE AT YOUR WEDDING (Buddy Clark)

Harrisburg, Pa.

1. BEG YOUR PARDON (Francis Craig)
2. NOW IS THE HOUR (Eddy Howard)
3. FOUR LEAF CLOVER (Art Mooney)
4. BALLERINA (Vaughn Monroe)
5. OOH LOOKA THERE AIN'T SHE PRETTY (Buddy Greco)
6. HOW SOON (Vaughn Monroe)
7. THE GENTLEMAN IS A DOPE (Jo Stafford)
8. IN A LITTLE BOOK SHOP (Vaughn Monroe)
9. PEGGY O'NEILL (Jack Smith)
10. DON'T YOU LOVE ME ANYMORE (Jose Melis)

Sandusky, O.

1. FOUR LEAF CLOVER (Art Mooney)
2. NOW IS THE HOUR (Gracie Fields)
3. HOW SOON (Vaughn Monroe)
4. GONNA GET A GIRL (Tony Pastor)
5. YOUR RED WAGON (Tony Pastor)
6. BEG YOUR PARDON (Francis Craig)
7. BALLERINA (Vaughn Monroe)
8. SHINE (Frankie Laine)
9. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rose Murphy)
10. MANANA (Peggy Lee)

Kansas City, Mo.

1. HOW SOON (Bing Crosby)
2. BALLERINA (Vaughn Monroe)
3. FOUR LEAF CLOVER (Art Mooney)
4. PASS THAT PEACE PIPE (Bing Crosby)
5. MANANA (Peggy Lee)
6. TOO FAT POLKA (Andrews Sisters)
7. GOLDEN EARRINGS (Peggy Lee)
8. YOUR RED WAGON (Andrews Sisters)
9. BEG YOUR PARDON (Larry Green)
10. I'M MY OWN GRANDPAW (Guy Lombardo)

Miami, Fla.

1. BALLERINA (Bing Crosby)
2. SERENADE OF THE BELLS (Jo Stafford)
3. I'LL DANCE AT YOUR WEDDING (Peggy Lee)
4. I'M MY OWN GRANDPAW (Guy Lombardo)
5. CIVILIZATION (Jack Smith)
6. TOO FAT POLKA (Arthur Godfrey)
7. HOW SOON (Jack Owens)
8. GOLDEN EARRINGS (Peggy Lee)
9. BEG YOUR PARDON (Frankie Carle)
10. MICKEY (Ted Weems)

East Chgo, Ind.

1. BALLERINA (Vaughn Monroe)
2. HOW SOON (Jack Owens)
3. GOLDEN EARRINGS (Peggy Lee)
4. SERENADE OF THE BELLS (Jo Stafford)
5. FOUR LEAF CLOVER (Art Mooney)
6. HELEN POLKA (Walt Dana)
7. NOW IS THE HOUR (Kate Smith)
8. SHINE (Frankie Laine)
9. I CAN'T STOP IT (Jimmy Liggins)
10. FOOL THAT I AM (Billy Eckstine)

Los Angeles

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. NOW IS THE HOUR (Bing Crosby)
4. KING SIZE PAPA (Julia Lee)
5. BALLERINA (Vaughn Monroe)
6. I'LL DANCE AT YOUR WEDDING (Peggy Lee)
7. TERESA (Vic Damone)
8. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
9. HOW SOON (Vaughn Monroe)
10. BIG BRASS BAND FROM BRAZIL (Art Mooney)

Honolulu, Hawaii

1. GOLDEN EARRINGS (Peggy Lee)
2. BALLERINA (Vaughn Monroe)
3. BEG YOUR PARDON (Francis Craig)
4. SUMMERTIME (The Ravens)
5. SLAP 'EM DOWN AGIN, PAW (Esmereldy)
6. FOUR LEAF CLOVER (Art Mooney)
7. SERENADE OF THE BELLS (Sammy Kaye)
8. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
9. SHINE (Frankie Laine)
10. NEAR YOU (Francis Craig)

Omaha, Nebr.

1. BEG YOUR PARDON (Frankie Carle)
2. GOLDEN EARRINGS (Peggy Lee)
3. HOW SOON (Jack Owens)
4. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
5. MANANA (Peggy Lee)
6. I'M MY OWN GRANDPAW (Guy Lombardo)
7. SERENADE OF THE BELLS (Jo Stafford)
8. SLAP 'EM DOWN AGIN, PAW (Arthur Godfrey)
9. FOUR LEAF CLOVER (Art Mooney)
10. NOW IS THE HOUR (Eddy Howard)

San Antonio, Texas

1. BALLERINA (Vaughn Monroe)
2. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
3. MANANA (Peggy Lee)
4. TWO LOVES HAVE I (Perry Como)
5. BECAUSE (Perry Como)
6. GOLDEN EARRINGS (Peggy Lee)
7. FOUR LEAF CLOVER (Art Mooney)
8. HOW SOON (Vaughn Monroe)
9. BEG YOUR PARDON (Francis Craig)
10. SERENADE OF THE BELLS (Jo Stafford)

Deadwood, S. D.

1. BALLERINA (Vaughn Monroe)
2. HOW SOON (Vaughn Monroe)
3. BEG YOUR PARDON (Francis Craig)
4. SERENADE OF THE BELLS (Sammy Kaye)
5. TWO LOVES HAVE I (Perry Como)
6. TOO FAT POLKA (Arthur Godfrey)
7. NEAR YOU (Francis Craig)
8. YOUR RED WAGON (Tony Pastor)
9. GONNA GET A GIRL (Tony Pastor)
10. PASS THAT PEACE PIPE (Bing Crosby)

Phoenix, Ariz.

1. FOUR LEAF CLOVER (Art Mooney)
2. BALLERINA (Vaughn Monroe)
3. GOLDEN EARRINGS (Peggy Lee)
4. MANANA (Peggy Lee)
5. I'LL DANCE AT YOUR WEDDING (Peggy Lee)
6. FOOL THAT I AM (Billy Eckstine)
7. NOW IS THE HOUR (Bing Crosby)
8. SERENADE OF THE BELLS (Sammy Kaye)
9. BEG YOUR PARDON (Frankie Carle)
10. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)

THE CASH BOX

AUTOMATIC MERCHANT'S SECTION

February 28, 1948



HENRY T. ROBERTS

His pioneering and outstanding efforts were instrumental in bringing to the automatic music industry of the world many great and fundamental developments which helped to bring ever greater recognition to this division of the industry. Today, as president of the United States Vending Corp., Henry T. Roberts presents the first refrigerated candy vending machines as well as many other great advances in the field of automatic merchandising helping to bring about ever more rapidly a new era of automatic selling.

"The Dawn of a New Era in Automatic Selling"

THE ALPHABET OF A SUCCESSFUL AUTOMATIC MERCHANDISER

Editor's Note: In 1930, eighteen years ago, this feature story was written by the publisher of The Cash Box and was widely publicized at that time. It is extremely interesting for all now engaged in the automatic merchandising machine industry to once again read this story and note how closely it ties in with the present era.

The return swing to the automatic merchandiser has been very definite in the past months. This is more or less due to the fact that the coin machine operator, who entered into the business during the present era of highly saturated amusement game operation, has sought an outlet for the knowledge he has gained in a field where he would not have to contend with as many problems.

To understand the merchandising machine of today, there must be some knowledge of the machines of years past. Those who were engaged in the industry even five years back will recall the many merchandisers of those days with something of wonderment as to how they had the nerve to insist they were "the highest development of modern, economical merchandising," in view of the merchandise vendors being presented today.

The changes have not only been radical, but have proven the progress of the merchandising division of the industry even while it languished in the shadow of amusement game and automatic music popularity. This is one division that is destined to lead the industry out of its present morass. Don't for a moment get the idea that the amusement and service machines will ever fade out of the picture. They will not. But, the merchandising machine is truly automatic sales development, bringing economy of sales promotion to thousands of products. And will eventually be accepted by American industry just as it has accepted other economy producing products of this great machine age.

Therefore, in view of the fact that many believe the eventual destiny of the coin machine industry lies in the automatic merchandiser, it is important for operators (even those who may not be interested in automatic merchandising equipment at this time) to acquaint themselves with the elementary essentials of these machines.

Every merchandiser, offered for sale to intelligent vending machine operators, creates three important factors for research and consideration.

They are: 1. *Mechanical principles*. 2. *Merchandising principles*. 3. *Operating principles*.

These three can be again divided into the alphabetical denominations to which they refer and can in such case be much more easily grasped by the newcomer to the automatic merchandising machine division of the coin machines industry. They can be used as a chart by the more experienced operator for checking against the claims which may be made for the machine itself.

Under the first heading, *Mechanical Principles*, there are as follows:

(A) *Modernism of Design*. The automatic merchandiser must comply with the principles of modern design to meet the modern store trend. This

is more easily explainable from the standpoint that present fixtures in all modern locations are of such beauty of design and of such outstanding workmanship that to attempt to locate a machine not matching this modernism would certainly hurt the industry instead of gain for it the necessary cooperation from the storekeepers. The very first essential of the merchandising machine must therefore be modernism of design. Design that will withstand criticism of even the most exacting locations.

(B) *Simplicity of Operation*. The modern merchandising machine must be simple for the average person to understand and operate. There are many times machines introduced with intricate systems for merchandise delivery and operation. In every case these machines have failed. Only the very elementary simplicity can aid and encourage purchases. The average man or woman is embarrassed by any machine they are forced to stop and study before they insert their coin, or even find the proper place to insert coin. This should be one of the very first check items for the purchaser of automatic merchandisers, simplicity of operation. It will be generally noted that this is just what most of the merchandise machine manufacturers have accomplished in their present models. And are continuing to simplify the method of operation in every possible way, especially now that electrically operated machines are entering the picture.

(C) *Long life*. The automatic merchandiser must be constructed for long-life operation. Not only because of the cost of the average fine machine, but, because the merchandise machine operator is selling in most cases items that require the type of construction that will assure him constant working operation. Machines that work spasmodically not only irritate the purchasers, but actually lose customers and locations. The demand for better mechanics in merchandising machines is greater than in any other division of the industry. The success of the cigarette merchandiser is one outstanding example in this direction. Peanut machines on some locations today are as much as 20 years old. This in itself is a tribute to the fine manufacturing processes used by the merchandise machine manufacturers. This check-item should be on the list of every operator who is in the merchandise machine business or who intends entering this business. More rapid amortization of machine cost is only possible with excellent mechanically constructed machines.

(D) *Quick, inexpensive repairs*. As is readily understood there is nothing in this entire world that is perfect. Merchandisers must be constructed to allow for quick and inexpensive repairs. Parts must not be too expensive in comparison to the general cost of the machine itself. One of the greatest necessities in automatic merchandisers is for quick repairs on location. Where manufacturers have made parts interchangeable they have helped make their operators successful. That is why the average manufacturer in the automatic merchandiser division of the industry spends more time and more money to produce a machine than do manufacturers in any other division of the industry. Most of the out-

standing merchandisers have their main working parts die-cast. This allows the operator to quickly change a part that goes out of order, and to obtain that part at a very nominal price.

(E) *Sturdy finishes*. Next in line, while we are on the subject of the mechanical principles of automatic merchandisers, comes the new finishes that are being used. Some of these in late years have been among the most beautiful ever introduced. But, not only must these finishes be attractive, they must also be so built that they can withstand the most severe abuse and yet be repaired when necessary without too great expense. Some of the finishes which have attracted operators have proven to be headaches in the long run for their repair departments. This was due to the fact that when chipped, scratched or marred, nothing could be done to repair them. The entire cabinet had to be repainted. And usually, a home-made repaint job would place a very fine modern machine in a second-hand condition long before its time. This is an important feature for the operator who is thinking of tomorrow as well as today.

(F) *Slug protection*. Now to the greatest mechanical necessity of all, protection against slugs. A merchandise machine must be at least 85% slug-proof. It must be able to reject all common forms of slugs and a great many uncommon types without throwing out good money, worn thin. Tho the industry has tremendously advanced in this regard, it must be remembered that the reason this feature is stressed as the most important of all the mechanical features, is because when a merchandising machine is slugged there is a definite loss resulting. A phonograph or an amusement machine can actually use slugs for encouraging play, as many operators of these types of machines usually do, but, the merchandise machine cannot afford this diversion. A pack of cigarettes lost by slugs creates a loss which many sales are required to balance. The same is true of any other merchandise item. That is why experienced merchandise machine operators, when looking over a new vendor, will bring a pocketful of slugs along which have caused them the most trouble and spend hours at a time attempting to slug this new machine with all the systems and tricks which they have learned over a great period of time.

Tho the *Mechanical Principles* are of first consideration, for without these there would be no use checking into the further features of any machine, the second set of features, *Merchandising Principles*, are just as important. These features are compiled from a long series of experiences by the leading exponents of merchandising machines. Men who have been engaged in the business for a great number of years and who have studied each individual principle. Like the *Mechanical Principles* these have not been arranged in any special order. Each shares in the importance of the whole.

7 1-2c. COIN PROPOSED FOR DRINK VENDORS BY BOTTLING PREXY

SAN DIEGO, CAL.—A 7½¢ coin was recommended to take the place of the 5¢ piece by Edward W. Mehren, president of Squirt Company, beverage producers, in a recent talk before a meeting of the California Manufacturers of Carbonated Beverages. (Ed. note: The Cash Box suggested the minting of a 7½¢ coin over a year ago.)

Pointing out that increased costs of production make it necessary that the product be sold for more than 5¢, and that the purchasing power of a 5¢ piece has been decreasing consistently since 1939, and that today it's worth somewhere around 3¢.

Mehren has been making similar talks before numerous bottlers' meetings throughout the country. It was agreed that due to the increase in cost to the operator, it was necessary to get more than a nickel for a drink, and that some of the machines were operating at 10¢. The 10¢ drink was two or three cents more than the local retailer was charging, making it difficult to do a volume business.

The minting of a 7½¢ coin brings some differences of opinion. Some operators suggest that the 5¢ coin be eliminated completely, with the 7½¢ piece being substituted for it. They point out that the 7½¢ coin should be made the same size as the present nickel so that there wouldn't have to be any changes made in the coin chute. Others are in favor of an entirely new size coin being minted, and that if it were necessary to change the coin chute, it would be no problem for the present manufacturer of coin chutes to make one of a different size. It was pointed out that not only would merchandise machines make the change-over, but it would be a great break for the operators of music machines and games. Music machine operators, in some instances, have tried to obtain 10¢ for a record, and many found that the public thought it was too high. However, there wouldn't be any question about the 7½¢ coin.

Mehren pointed out that as an alternative to paying an increased price for quality drinks, the operator has been switching to cheaper products in order to remain in business. Concluding his talk, Mehren stated "Signs of industry deterioration are on all sides today. Bottlers are switching to cheaper and cheaper products in order to continue to make small margins of profit, and in doing so are destroying the entire market for soft drinks."

Tax Vendors In Trenton, N. J. Theatres

TRENTON, N. J.—Operators of automatic merchandise machines with locations in theatres in this city face an occupational tax which may force them to "pull" their equipment, particularly in theatres with small seating capacity where the volume of business won't warrant a machine.

Seeking additional revenue, city officials have placed a tax of \$25 on every piece of equipment in theatres. Operators of equipment in larger theatres state that they are absorbing the tax, and that it will work a hardship on them.

Grain Slump May Effect Steel Allocation For Farm Machinery, Increasing Availability For Others

WASHINGTON, D. C.—As a result of the recent slump in food prices, it's possible that farm machinery might be wiped off the list of industries to be placed under voluntary steel rationing. John C. Virden, director of the Office of Industry Co-operation, said some farm equipment makers have forecast a drop in their orders, shaky grain prices discouraging farmers from buying new equipment.

Dropping farm machinery from the steel priority list would be a great help, Virden said, but the issue is not yet settled. Whatever the result, altho more steel would be available for other manufacturers, the demands for steel will remain heavy. Domestic and United States demands for foreign shipments will keep the steel industry under severe strain, stated the Commerce Department official.

A voluntary system of rationing scarce materials under the Republican Anti-

Inflation Act is being set up. So far, steelmakers have agreed to channel part of their output into four "industries"—freight cars, petroleum, housing and farm machinery.

Virden reported these developments:

1. His office now hopes that no more than 3,000,000 to 4,000,000 tons of additional steel must be routed to the four industries. This is 5 or 6 per cent of the annual output.
2. New drives to boost scrap and pig iron output may raise steel production by 1,500,000 tons. This would offset in part the priority demands, so that the auto and other industries "will not suffer too much dislocation."
3. Other industries, fearing a shortage, are trying to get on the "essential" list.
4. Lumber may be allocated, but Virden's office is "going cautiously". Soda ash probably will be rationed. It is used in steel, glass and other products.

Rowe Service School To Cover Country

NEW YORK—The traveling service school of Rowe Manufacturing Company, this city, got off to a wonderful start in Philadelphia, Pa., these past two weeks and now will be conducted in this city from February 23 to March 13 at the Rowe Corporation.

John S. Mill, vice president in charge of sales of Rowe Manufacturing Company, explained the school is open to all operators of Rowe equipment, and will be limited to classes of 15, each course taking three days. Operators will be instructed in the mechanical parts of the machine, and will include question and answer sessions.

Following the New York courses, classes will be held from March 22 to April 3 at Cigarette Service Company, Medford, Mass.; April 5 to 10 at Syracuse Cigarette Service, Syracuse, N. Y.; April 12 to 17 at Radney's Cigarette Service, Akron, O.; April 19 to May 8 at Howe-Shoemaker, Detroit, Mich.; and May 10 to 22 at Wagg Cigarette Service, Louisville, Ky.

Vendors, Inc. Settled In New Quarters

ST. LOUIS, MO.—Vendors, Inc. (Ven-co), announce that they are now completely settled in their new beautiful offices at 520 North Grand Blvd., this city.

J. M. Bryan of the firm, invites all coinmen to visit the new offices and display rooms and meet with officials.

"The rapidly mounting sales of our 'Candyette' bar vendor, plus the demand for our new 'Selectabar', 150 bar completely selective candy bar vendor" reports Bryan "have been a constant source of concern as our space in our old quarters was quite insufficient to take care of our needs. In addition to the above items, Bryan states that they have been receiving many substantial orders for their "Ruby" Hot Nut Vendor, "Gem" Almond Vendor and "Pearl" Ball Gum Vendor. They also anticipate volume sales of the new Tampon Vendor and Sanitary Napkin Vendor, which will be ready for distribution soon, it is stated.

Beverage Vendor In Action—



CHICAGO—Bob Breither and Ray Moloney, president of Lion Manufacturing Corporation, stop off at a busy location to watch one of his Pepsi-Cola beverage vendors in action.

Tell Your Automatic Merchant Friends!
SUBSCRIPTION TO
"THE CASH BOX" IS
ONLY \$5. PER YEAR

IMPORTANT FULL YEAR (52 WEEKS) SUBSCRIPTION TO THE CASH BOX

ONLY \$5

**TELL YOUR FELLOW OPERATORS THAT THEY CAN NOW
OBTAIN A FULL YEAR'S SUBSCRIPTION (52 ISSUES JAM PACKED
FULL OF NEWS, VIEWS, PREDICTIONS OF THINGS TO COME AND
ABSOLUTELY VITAL INFORMATION) FOR ONLY A \$5 BILL! HELP
YOUR FELLOW OPERATORS! SEND \$5 TODAY TO . . .**

**THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.**

PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED IS CHECK FOR \$5.00.

NAME

FIRM

STREET

CITY ZONE STATE



MANUFACTURERS' NEW EQUIPMENT

• ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE
LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.

Model A	\$897.50
Automatic Hostess Complete	
20 Station Unit	14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:

W/Amplifier and Remote Volume Control	515.00
---------------------------------------	--------

HIDEAWAY CAB. W/Continuous Play Mech.:

W/Amplifier and Remote Volume Control	482.50
W/Amplifier—No Remote Volume Control	470.00
Complete—No Amp.. No Volume Control	410.00

AIREON

Coronet 400	\$495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48' Model Hideaway	299.50
48' Model "trio" wall and bar box	59.50
48' Model X — Rotomatic receiver	29.50
48' Model — Universal 30 wire speaker	29.50
48' Carillon Speaker	37.50
48' Melodeon Speaker	27.50
48' Impressario Speaker	19.50

FILBEN

Mirocle Cabinet	325.00
30 Selection Stowaway Mech.	398.00

BUCKLEY

Music Box	25.00
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MILLS INDUSTRIES

Constellation	795.00
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PACKARD MFG. CORP.

Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr. — Paradise	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50

PERSONAL MUSIC CORP.

Measured Music Boxes, 5c-10c	35.00
Studio Amplifier	505.00
Studio Timing Control Unit	250.00
Master Power Supply Units	140.00

ROCK-OLA

Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35

SCOTTO MUSIC CO.

Music Master Cabinet	399.50
Melody Master Cabinet	335.00
Remote Master Cabinet	389.50

SEEBURG

Wireless Wallomatic	58.50
Wired Wallomatic	46.50
5-10-25c Wireless Wallomatic	75.00
5-10-25c Wired Wallomatic	62.50
Teardrop Speaker	19.95
Teardrop Speaker w/volume control	22.50
Recess Wall & Ceiling Speaker	18.00
Mirror Speaker	49.50
Duo Volume Control	21.90
Power Supply	14.50
Master Amplifier	53.50
Master Selection Receiver	118.00
Wired Master Selection Receiver	105.00
Electric Selector	86.00
Remote Speaker Amplifier	44.20
Solenoid Drum for 147-S	60.50

SOLOTONE CORP.

Leveling Pre-Amplifier	44.50
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MUSIC

WURLITZER

Model 1100 Standard	\$999.50
Model 2140 5-10c Wireless	40.00
Model 3020 5-10-25c 3-wire	69.50
Model 3025 5c 3-wire	44.50
Model 3031 5c 30-wire	39.50
Model 3045 Wireless	54.50
Model 212 Master Unit	70.00
Model 215 Wireless Transmitter	17.50
Model 216 Wireless Impulse Receiver	22.50
Model 217 Auxiliary Amplifier	35.00
Model 218 30-wire Adapter Terminal Box	15.00
Model 219 Stepper	46.50
Model 4000 8" Metal Star Speaker	45.00
Model 4002 8" Plastic Star Speaker	45.00
Model 4004A 8" Metal Musical Note Speaker	30.00
Model 4005 8" Walnut Round Speaker	22.50
Model 4005A 8" Walnut Round Speaker	25.00
Model 4006A 8" Deluxe, Walnut Round Mirror	35.00
Model 4007 12" Intermediate Deluxe Speaker	135.00
Model 4008 15" Deluxe Speaker	185.50

PINS

BALLY

Melody	No Price Set
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CHICAGO COIN

Catalina	No Price Set
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GENCO

Triple Action	No Price Set
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EXHIBIT

Build Up	No Price Set
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GOTTLIEB

Lady Robin Hood	No Price Set
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J. H. KEENEY & CO.

Cover Girl	265.00
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P & S MACH. CO.

Tom Tom	299.00
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UNITED MFG. CO.

Tropicana	No Price Set
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WILLIAMS

Stormy	No Price Set
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COUNTER GAMES

A.B.T. MFG. CORP.

Challenger	65.00
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BALLY MFG. CO.

Heavy Hitter	184.50
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w/stand	196.50
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GOTTLIEB

DeLuxe Grip Scale	39.50
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ROLL DOWNS

BALLY

Hy-Roll	499.50
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CHAMPION MFG. CO.

ABC Roll	No Price Set
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EDELMAN AMUSE.

Tin Pan Alley	No Price Set
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ESSO MFG. CORP.

Esso Arrow	499.50
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GENCO

Bing-A-Roll	499.50
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GREAT GAMES, INC.

Teleroll	No Price Set
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GEO. PONSER CO.

Pro-Score	495.00
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UNITED MFG. CO.

Singapore Roll Down	395.00
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WILLIAMS MFG. CO.

Box Score	375.50
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ONE-BALLS

BALLY

Jockey Special	645.00
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Jockey Club	645.00

<tbl_r cells="



MANUFACTURERS' NEW EQUIPMENT

B E L L S

BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
Spinning Reels	No Price Set
Black Gold Bell	No Price Set

GROETCHEN

Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50

MILLS SALES CO. LTD.

Dollar Bell	No Price Set
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O. D. JENNINGS

5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00

PACE

5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

C O N S O L E S

BALLY

Wild Lemon	\$542.50
Double-Up	542.50
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00

BELL-O-MATIC

Three Bells, 1947	735.00
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BUCKLEY

Track Odds DD JP	1250.00
Parlay Long Shot	1250.00

EVANS

Bangtails 5c Comb 7 Coin	No Price Set
Bangtails 25c Comb 7 Coin	No Price Set
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
1946 Galloping Dominoes JP	No Price Set
Winter Book JP	No Price Set

GROETCHEN TOOL & MFG. CO.

Columbia Twin Falls	485.00
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O. D. JENNINGS

Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console	545.00

J. H. KEENEY CO.

Gold Nugget	800.00
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PACE

3-Way Bell Console 5c-10c-25c	\$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00

A R C A D E T Y P E

BALLY MFG. CO.

Big Inning	539.50
Bally Bowler	539.50

H. C. EVANS CO.

Bat-A-Score	No Price Set
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EDELMAN AMUSEMENT DEVICES

Flash Bowler	
13'-8"	475.00
11'-8"	450.00
10'-8"	425.00

ARCADE TYPE (continued)

GROETCHEN MFG. CORP.

Camera Chief	19.95
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INTERNATIONAL MUTOSCOPE CORP.

Atomic Bomber (Model B)	375.00
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00

P. & S.

Tom Tom	299.00
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PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

COILS — PIN GAMES

WILLIAMS:

10 Ohms	W— 7
125 Ohms	W—10
200 Ohms	W—15
10-100 Ohms	W—20
W—5 w/bracket	W—28
	W—30

GOTTLIEB:

R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay

BALLY:

A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

CHICAGO COIN:

2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

UNITED:

6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

EXHIBIT:

827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

GENCO:

24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments.
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

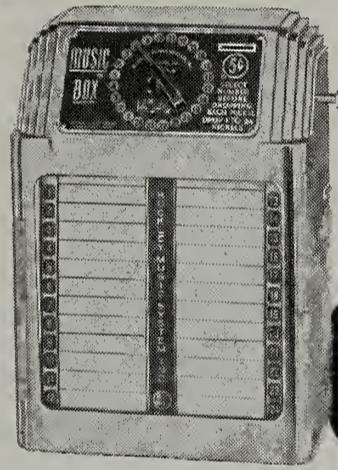
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50.00



THE NEW

Music Box



\$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250.00



MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

PHILLY PHONO OPS BIGGEST PARTY

2,000 Guests Present at Frank Palumbo's . . . Many Dignitaries, Music Publishers, and Recording Artists In Attendance . . . Out-of-Town Coinmen Present

PHILADELPHIA, PA. — What proved to be the biggest party in the history of Eastern Pennsylvania's phonograph owners' association occurred this past Sunday evening (February 15, 1948) at Frank Palumbo's great restaurant in this city.

It was estimated that there were far over 2,000 present at this affair.

Both Charley Hannum, managing director of the organization and Jack Sheppard, president, were commended by all who attended.

In addition to the music and entertainment offered by Louis Prima and his orchestra there were many stars who showed their wares in person to the juke box operators who are constantly featuring their recordings.

As an example of the extent and size of the affair some of the tables snapped by the organization's candid camera appear alongside.

Pic No. 1—Bill Gersh of *The Cash Box*, Mr. and Mrs. Jackie Fields of Smith & Fields Dist. Co., Harry Link, of Leo Feist, Inc., noted music publishers and Mrs. Bill Gersh.

Pic No. 2—Councilman David Jamison, Louis Prima, Judge Adrian Bonnelly, Jack Sheppard and Cathy Allen, Prima's vocalist, giving Jack Sheppard Prima's autographed new record, "Tutti Tutti Pizzacato," picked as the "Click Tune" for February by the Philadelphia association.

Pic No. 3—Barbara Belle, Louis Prima's manager; Frank Palumbo, Bill Gersh, Claire Menel of RCA-Victor and Ed Pinsky, just named general salesmanager for the Raymond Rosen Co., RCA-Victor distribs in Philly.

Pic No. 4—Philadelphia's press gathers at this affair to honor the juke box operators. Standing—Louis Prima, Pete Geanno, Frank Palumbo and Bob Palumbo. Seated are: Ray and Mrs. Guthrid of the Daily News; Mrs. Don Fairburn, Jerry Gahagan, Frank Brookhauser and Mrs. Brookhauser, Don Fairhern and Jerry Foley.

Pic No. 5—The gang from Columbia Records play host to gorgeous Cathy Allen and have one grand time at this affair. Manie Sacks of Columbia wasn't able to attend this year for the very first time in Philly's history.

Pic No. 6—Ed Pinsky, new general salesmanager of Raymond Rosen Co. is being congratulated by Jack Sheppard, president of the Eastern Pa. organization on his appointment. The firm are local distributors for RCA-Victor Records.

Dozens and dozens of noted coinmen from all over this and from surrounding states were present at the affair and all pronounced it the most outstanding triumph which this association had ever yet conducted.

Many are of the belief that the success of this year's banquet here and the further fact that the turnout was the largest in Philadelphia's history will bring about even greater prestige for this organization which is slowly but surely winning 100 per cent membership throughout the eastern area of the state.

It is also noted that the recording stars from everywhere in the area, many flying here to be present at this affair, were greatly impressed with this biggest of all turnouts which has ever yet been seen in this city.



Chicoin's New 5-Ball Ready



SAM WOLBERG

CHICAGO—Sam Wolberg, president of Chicago Coin Machine Company, this city, announced that production on its new five-ball game "Catalina" is running full capacity, and that deliveries will soon be made to all distributors.

"Catalina" features a beach scene with a sailboat in action on the backboard, and the playing field features high-scoring and high score bonus pockets. In addition the game contains twin flippers, controlled by buttons on both sides of the cabinet.

"The eight bumpers placed on the playing field give the player an additional 50,000 score when all are hit" stated Wolberg. "Double bonus and super bonus build-up pockets and free-play lanes are additional features designed to stimulate player appeal."

Phila. Banquet Big Success



PHILADELPHIA, PA.—So much was going on at the Philadelphia Phono Ops Banquet that all the pics couldn't get on the preceding page. Here's a few more (1) Ed Hurst and Joe Grady, Station WPEN, surround Judy Tremaine of Stella Records (2) Left to Right: Frankie Laine, Camie Serafino, Foogie Merono and Dave Rosen (3) Left to Right: Rex Alexander, Ben Corson, Frank Palumbo and Marty Freedman (4) Mr. & Mrs. Bobbie Palumbo and friend.



It's Obsolete

IF IT ISN'T 40 SELECTIONS



127 NORTH DEARBORN, CHICAGO 2, ILL.

Makers of the AMI 40 Selection Phonograph



**ACTIVE
Reconditioned
GAMES
'NUFF
SAID!**

**For A
Complete
List of
Specials**

**Drop a Line
to Any One
of Our
3 Offices**

JOE ASH

Active Amusement Machines Co.
666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

COIN MACHINE BRUSH

SPECIAL

**\$4.00
PER DOZ.**

Manufactured for
the U. S. Army
and Navy during
the war.
ORIGINALLY
PRICED AT
\$1.00 EACH



**\$43.20
GROSS LOTS**

This is a perfect brush for the operator and mechanic to get into every possible part of equipment—runways, corners, remote parts, etc.

Sturdily constructed of 50% hair and 50% bristle. 10 inches long. Just what you need!

Limited Quantity! Write—Wire—Phone
Terms: Orders for dozen, full check must accompany order. Gross lots—1/3 deposit. Balance C.O.D.

LUXOR SPECIALTIES
335 E. 23rd ST., NEW YORK, N.Y.
(Tel: MU 3-4379)

EYE IT! TRY IT! BUY IT!

Which Simply Means You May Return Any of This Equipment Within 30 Days If Not Satisfied.

Wurlitzer 1015	\$525.00	Rock-Ola Standards	... 119.50
Wurlitzer 616	69.50	Rock-Ola Master	... 129.50
Wurlitzer 600	125.00	Rock-Ola C.M.	69.50
Wurlitzer 24's	99.50	Aireon (Like New)	
Wurlitzer 500	119.50	With New Mechanisms	\$199.50
Wurlitzer 61 C. M.	79.50	Seeburg Lo-Tone (The Hit of The Show) .. 335.00	
Wurlitzer 71 C. M.	99.50	Seeburg 1-46 .. 450.00	
Wurlitzer 24-Cellar Job with Packard Adaptor, Steel Cabinet	79.50	AMI Stream-Liner .. \$109.50	
Rock-Ola 1422	\$385.00	AMI Singing Tower .. 119.50	
Rock-Ola Deluxe	109.50	Packard Boxes .. \$22.50	
Rock-Ola Boxes		Rock-Ola Boxes .. 3.00	
Buckley Boxes		Buckley Boxes .. 2.00	

WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—
ALL TYPES, MAKES AND MODELS.
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1/3 Deposit With Order—Balance C.O.D.

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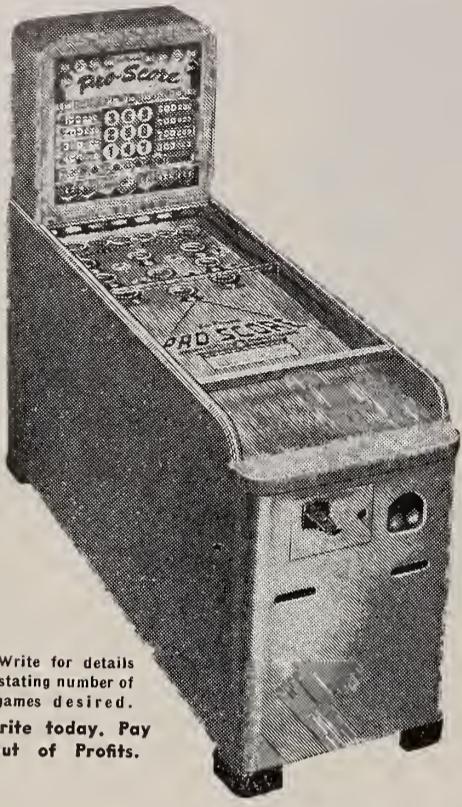
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A GOLD STRIKE!

TURN
TO
PAGE 8

(Inside Front Cover—Music Section)

PAY out of PLAY



**Sensational new
finance plan
now available
to reputable
operators
throughout the
United States**

ON

Pro-Score

*America's Outstanding
Roll Down Game*

GEORGE PONSER CO.

158 East Grand Avenue • Chicago 11, Illinois • Superior 4427

SALE!!
LAST MODEL
Williams'
ALL STARS
CONV. F.P. or
NOVELTY
Guaranteed
LIKE NEW
\$300.00

SPECIAL: 3-Way 5/10/25c Keeney
Super Bonus Bell, Floor
Sample \$1,000.00

See our ad in Classified Section
PARAMOUNT DISTRIBUTORS
528 MAIN ST., BEACON, N. Y.
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10% OFF
On Purchase of Any
3 PINS or PHONOS
In Our Huge
CLEARANCE
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for
THE NEW 1948
BUCKLEY LINE
CONSOLE DIST. CO.
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Phone: RA 3811
SAM TRIDICO BOB BUCKLEY
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

GET YOURS FIRST!
Williams' New B-BALL
STORMY
Entirely new—Double Bonus
New Action Flippers —
7 Million High Score
ORDER NOW!

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Wanna Strike **GOLD?**
SEE **PAGE 8**

(Inside Front Cover—Music Section)

**Moves To Largest
Games Factory
In The East**



MAX D. LEVINE

BROOKLYN, N. Y.—Max Levine and Fred Hailpary, Scientific Machine Corporation, announced their removal of their manufacturing plant to 79 Clifton Place, Brooklyn, N. Y.

This is a cold statement of fact, but behind this announcement is a move that merits the consideration of all in this industry. Max Levine is known to be one of the most conservative and sound business men in the coin machine business. When he moves his firm into what is probably the largest games factory outside of Chicago, that's news—because it indicates the utmost optimism for the future greatness of this business.

Levine took us thru a tour of the factory, offices and showrooms. The plant occupies over 60,000 square feet of space, embodied in three connected buildings. There is a six story building connected on the left by a four story building and on the right by a three story site. The walls of the floors of the two outside buildings are broken thru, and when on the floor it appears to be one building.

With the exception of a few parts, the entire machine will be constructed in the Scientific plant. Separate sections of the premises have been layed out to handle the various parts of the machine. There is a department that makes the tools and dies; woodworking department to make the cabinets; metal department to construct any metal parts; spraying machines; silk screen department for the colorful glass designs, assembling section, and inspection and shipping departments.

"We spent considerable time before taking over these premises" stated Levine "studying general conditions and conditions in the coin machine field. However, we are confident that the demand for our products will not only keep this big factory rolling at full speed, but within a short time, we may have to utilize the garage building across the street for its additional space. With the present facilities we are now able to build quality equipment and offer it to the operator at a saving in price that will permit him to make good money."

Levine stated that quantity deliveries of his new baseball game will be coming along in thirty days.

TRIPLE ACTION

by GENCO

IT'S OUTSTANDING!
IT'S T-E-R-R-I-F-I-C!
IT'S

**WORTHWHILE
WAITING FOR!**

Triple Action!
Triple Profit!



ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO *BUILDS GREATER GAMES*
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Williams

STORMY

STORMY has extra special play incentives PLUS new Flipper Action—sure to pep up any location!



ORDER
FROM YOUR
DISTRIBUTOR
TODAY



Williams
MANUFACTURING
COMPANY
161 W. HURON ST.
CHICAGO 10, ILL.

WE HAVE
MOVED

OUR NEW ADDRESS IS . . .

★ 79 CLIFTON PLACE
BROOKLYN 5, N. Y.

OUR NEW PHONES ARE . . .

★ NEVENS 8-0566-7-8
**SCIENTIFIC
MACHINE CORP.**

IMMEDIATE DELIVERY!

KEENEY 5c SINGLE BONUS
BELLS \$335.00
EVANS 5c WINTERBOOKS 485.00
EVANS 5c-25c CASINO

BELLS 470.00
BALLY VICTORY DERBY 145.00

These Used Machines are
Mechanically Perfect, Refinished,
Crated Correctly.

1/3 Deposit required, Balance C.O.D.

CROWN NOVELTY CO., INC.
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NICK CARBAJAL, Gen. Mgr.

MOTORS REPAIRED WURLITZER — AMI
—SEEBURG—ROCK-
OLA—MILLS. Rewound to Factory Specifi-
cations. Rapid service—repaired or exchanged
within 24 hours after arrival.

Complete No Extras \$6.00

M. LUBER
503 W. 41st (Longacre 3-5939) New York

NEW ORLEANS NOTES

John Latino and Clarence Sanchez of White Castle, La. came to town this past week and visited around with distribs and coinmen here . . . the boys reported things going along very good . . . looking forward to even better conditions very soon. Johnny Palmissano, who runs a few bells near here, also has a very nice stable of running horses . . . his best horse, Johnny tells us, is a 3 year old, "Willow Twig" . . . so you guys and gals who love to watch the bangtails keep your eyes peeled for this baby . . . "Willow Twig" may be a real factor in the New Orleans Handicap. And that reminds me, too, that Louis Prima, New Orleans own outstanding ork pilot, is getting plenty attention to his race horse stable with a two year old mare called, "Penny Maker" . . . that name's a hunch for some of you guys and gals . . . last time they ran the little mare she almost broke the track record . . . so just watch her in the future.

Clem Guilliot is still dreaming about the time he can run himself 50 or 60 consoles in the Penn Station . . . or, as Clem puts it, "I'll even take New York's Grand Central Station if the Penn won't have 'em" . . . brother Clem—that's what we call an operation. Virus X got Sam Tridico the other day and put him to bed very sick for some days . . . this is one infectious malady none of the docs know anything at all about . . . so watch out for it. Edgar Babin of Luling, La. tells me that he can now work all of the time . . . his asthma seems to have disappeared . . . here's hoping, Ed, it stays disappeared. Dropped in to say "hello" to Hal McIntyre at the Blue Room of the Roosevelt and found that he knew our publisher Bill Gersh and the charming Mrs. Gersh very, very well . . . in fact, Hal hoped they were around just to get together with 'em once again.

Here's something for you juke box guys . . . favorite tune of the medical students and the internes at Charity Hospital . . . in the spot they patronize in between chopping and curing is, of all things, "Operation Blues" . . . and, believe me, it ain't bad. Louis Boasberg tells me that things could be some better at his South Rampart Street arcade . . . maybe it'll pick up big again in a few weeks, Louis. The ops tell me that they expect John Basch to make a very capable president of the ops' association here . . . John is the quiet type, but, from what we gather, one of the most intelligent coinmen in these parts and also has the respect of all the ops hereabouts . . . tho not full of the late Papa Pace's dynamic aggressiveness, John is reported to have that stuff on the ball.

Looks like this is turning into a horsey column . . . Joe Greco, local op, has a colt that is considered a candidate for first place honors for the Santa Anita Handicap, the New Orleans Handicap and the biggest of 'em all—the Kentucky Derby—as well as all the other big stake races . . . his great little horse is "Sergeant Joe" . . . it is reliably reported that Joe has been offered \$100,000 for the colt . . . but turned it down . . . flatly . . . so just watch "Sergeant Joe" do his stuff. Bob Buckley all around the place these days with a great big smiling smile . . . the new Southport Club just remodeled their place . . . featuring all brand new Buckley equipment.

NOBODY CAN RESIST LADY ROBIN HOOD!

The **ORIGINAL** FLIPPER BUMPERS!

COMPLETE SEQUENCE!

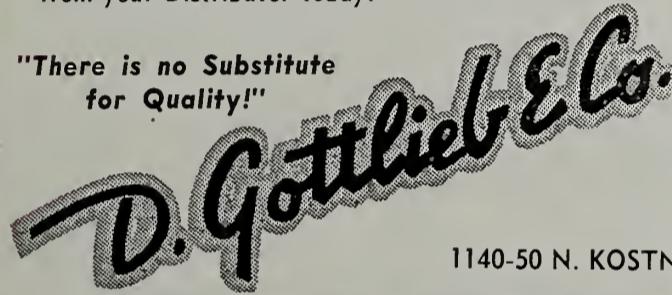
FLASHING STEP-UP TARGET BUMPER!

COMBINATION HIGH SCORE AND FREE PLAY POCKET!

Operators!

There's nothing like it for tantalizing appeal! It's practically impossible to distract players from Lady Robin Hood's thrilling play, scoring excitement and that *Original Gottlieb Flipper Bumper* action! If you'd like to see your earnings shape up to a pretty figure, order Lady Robin Hood from your Distributor today!

**"There is no Substitute
for Quality!"**



**SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES**

1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

Sugerman Bar-Mitzvah Party Draws Big Crowd Of Coinmen



BARNET B. SUGERMAN

NEWARK, N. J.—Barney (Shugy) Sugerman's son Nathan, reached his thirteenth birthday this past Saturday night, February 14, and in celebration Shugy ran a Bar-Mitzvah (Confirmation) party at the Clinton Manor, this city, that is still the talk of the town.

Among the hundreds of guests, relatives and friends, a large crowd of coin-men were on hand, with some even coming from out of town. The party started off in the early afternoon with cocktails, then into a sumptuous dinner and entertainment that ran into the early hours of the following morning. The attendance was treated to an extra special song session by Shugy's youngest son, Myron, whom many claim have the potentialities of a "Sinatra".

Among the coinmen noted were: Sam Strahl, Angy Cangelier and Skip Strahl from Pittsburgh; Mr. & Mrs. Dave Rosen; Mr. & Mrs. Harry Pearl; Mr. & Mrs. Dave Stern; Mr. & Mrs. Tom Burke; Mr. & Mrs. Irv Morris; Mr. & Mrs. Bernie Goodman; Mr. & Mrs. Abe Green;

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To Announce
OUR APPOINTMENT
AS
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FOR
*Williams MFG. CO.***

Jack Semel

Willie Levey

SUPREME A

1012 BEVERLY ROAD

BROOKLYN, N. Y.

Mr. & Mrs. Jack Mitnick; Mr. & Mrs. Max Rettig; Mr. & Mrs. Bill Gersh; Mr. & Mrs. Eddie Berg; Mr. & Mrs. Sam Wichansky; Mr. & Mrs. Harry Wicha-
sky; Mr. & Mrs. Mannie Ehrenfeld; Mr. & Mrs. Teddy Blatt; and Mr. & Mrs. Willie Levey. Other coinmen were pres-
ent but we may have missed them due to
the large gathering.

**Important Announcement For All
MUSIC OPERATORS
SEE PAGE 8**

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Everybody is Talking About

TIC

TAC

TOE

JENNINGS' NEW JACKPOT THRILL

Including a certain manufacturer who doesn't know that

Everybody Else Likes It AS OUR "REPEAT ORDERS" SHOW!

Special Note—Thanks to this certain manufacturer for the free advertising he has given the TIC TAC TOE . . . we undoubtedly will get twice the operator interest we anticipated!

• PHONE • WIRE OR WRITE
FOR OUR NEW FOLDER
ON TIC TAC TOE

O. D. JENNINGS & CO.

4307-39 W. LAKE STREET, CHICAGO 24, ILLINOIS — — — PHONE: MANSFIELD 2612

George A. Miller Honored With Surprise Party By California Music Operators Assn.

Presented With Gift For Outstanding Public Relations Efforts



GEORGE A. MILLER

OAKLAND, CALIF.—Upon his return from Chicago, George A. Miller, State President and Business Manager of the California Music Operators Association and national award winner of the Public Relations prize for 1947, was honored by members and friends from all parts of California at a dinner at the Leamington Hotel Bowl, February 4.

Miller won the Public Relations Award, as well as a check for \$1,000. for being the outstanding individual in the coin machine industry for his

public relations efforts during the past year.

At a meeting in Chicago during the CMI convention of sixty-eight leading music machine representatives of various associations throughout the country, Miller was elected chairman of a national committee to combat legislation that is being proposed in Washington, D. C. by certain groups and elements that would jeopardize the automatic phonograph industry.

The party, arranged by Joe Silla, chairman and Bill Malick, co-chairman of the committee of arrangements for CMOA, was a complete surprise to President Miller.

George R. Murdock of San Francisco acted as Master of Ceremonies and Gordon H. Garland, former director of motor vehicles and speaker of the lower house, made an outstanding address regarding George's honesty and integrity, loyalty and sincerity—and also presented Miller with a gift that was awarded him by the members of the California Music Operators Association.

Miller, addressing the group, thanked them for the honor, and then went into the problems that are confronting the music machine industry today. In his address he stated that he was only a small part of the CMOA and that all honors and glory belonged to the entire membership. "Without the sound advise from the directors and the support and loyalty of the

membership," stated Miller, "the CMOA could not and would not be one of the outstanding associations in the United States." Concluding his talk, George stated that with the continued support and efforts by the membership, the CMOA would be able to meet all problems facing the music business in the coming year.

During the talk, Miller reiterated his outstanding principals, which he attributed greatly to the success of the organization. "More morals and less technicalities in the automatic machine business. Keep music separate and apart from all other coin operated equipment. Keep the industry clean and on a legal basis at all times. By all means do not degenerate the business by using lewd and obscene records on an automatic music machine where school children can hear them."

There were over 300 operators and close friends in attendance. Jobbers, distributors and manufacturers' representatives of phonographs, record companies, electrical supply houses, and all parts of the industry were on hand to welcome and honor George Miller upon his return. The directors and members of the California Music Operators Association went on record as being proud of having such an outstanding public relations man representing their association.

An outstanding floor show presented by Lane Productions and dancing completed the evening.

They, Too, Were At Phila. Party



PHILADELPHIA, PA.—Additional pics of the many celebrities attending the recent Eastern Pennsylvania Phonograph Operators Association Annual Banquet.

Reading from left to right: 1) Jimmy Dell, vocalist Cathy Allen, Louis Prima, Page Cavanaugh, Al Viola, Edward Pinsky, general sales manager for RCA-Victor distrib Raymond Rosen; Claire Menel; and Harry Bortnick.

2) Magistrate George Levin, Louis Prima, Judge Adrian Bonnelly, and Frank Palumbo.

3) Mr. and Mrs. Stu Wayne, Frank Palumbo and jockey Wayne's secretary.

4) Louis Prima, Barbara Belle, Frank Palumbo, Bill Gersh, Claire Menel and Edward Pinsky.

Walter T. Miller Elected President of Illinois Phono Owners Assn.



RAY CUNLIFFE
Outgoing President

CHICAGO, ILL.—The Illinois Phonograph Owners, Inc., the Chicago association of automatic music operators, held its annual meeting on Monday, February 16, and elected a new Board of Directors for the coming year.

Walter T. Miller was elected President; Paul M. Brown was chosen as Vice President; and Jerry Frazin was elected Secretary-Treasurer. Mike Spagnola was re-elected to serve as Executive Secretary.

The new board of directors chosen by the membership is composed of Walter T. Miller, Paul M. Brown of Western Automatic Music, Inc., Jerry Frazin of Acme Automatic Music Co., Jacob Nomden of J. Nomden & Sons, and Dominic Mingarelli of Archer Music Company.

Ray B. Cunliffe, outgoing President, was given a vote of appreciation by the organization for his excellent services rendered during his five year term in office.

Ray Moloney Radio Interview On Cancer Fund To Be Aired February 23rd To 28th

"Stormy" (Dancer) Wiggles With Joy As "Stormy" (Game) Arrives In N.O.

NEW ORLEANS, LA.—In this famous old city, there is a dancer in one of the French Quarter night clubs who is as famous to local Orleanians and visitors as is Canal Street itself. Very few, if any, know the real name of this famous dancer, but to the regulars and visiting fun seekers, she has been known for many years as just "Stormy."

"Stormy's" fame has reached out to the furtherest corners of this city, and there is hardly anyone in the city or environments who hasn't heard of the famed dancer, whether it be man, woman or child.

"As Williams Manufacturing Company has been naming all of their pin games after meteorologi-

cal disturbances, namely Tornado, Cyclone, etc.", reports Louis Boasberg, New Orleans Novelty Company, local distributor for Williams, "I suggested to Harry Williams that he name one of his games for the famous 'Stormy'."

This suggestion was made some time ago, and this week a sample of "Stormy" arrived at New Orleans Novelty Company. Boasberg immediately put it into his Sports Center. One of the local columnists commented on the fact that this game was named for "Stormy" in his newspaper column, and Boasberg states that "Stormy" herself is coming down to the Sports Center to have her picture taken playing her namesake.

CHICAGO—An "On the Century" radio interview with Ray Moloney, chairman for the Coin Machine Industries, Inc., campaign for \$250,000 to fight cancer, will be aired in seven major cities during the week of February 23-28.

Moloney was interviewed by Bob Elson, conductor of the nationally-known program, on February 6, as he was boarding the 20th Century Limited for New York City. He told Elson of the CMI drive and of the final check for \$130,000 which he and Dave Gottlieb, CMI president, turned over to Walter Winchell for the Damon Runyon Cancer Memorial Fund the following day.

The seven cities and radio stations which will carry the program are: Chicago, WENR, February 23, 10:30 p.m.; New York, WOR, February 25, 6:15 p.m.; Los Angeles, KNX, February 25, 10:15 p.m.; Minneapolis or St. Paul, KSTP, February 25, 6:30 p.m.; St. Louis, KWK, February 25, 8:15 p.m.; Philadelphia, KYW, February 25, 6:30 p.m.; and Detroit, WJR, February 28, 6:30 p.m.

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Aireon Phono Showing In Milwaukee Draws 500



R. R. (RUDY) GREENBAUM

recent showings at other cities, told the Milwaukee coinmen "Aireon is moving into high gear now, and 'Coronet' production is really booming. The industry is verifying our belief that this phonograph can't be beat. We've been practically buried with orders, and our output is being speeded up to meet the demand. Peak production will be reached very soon, and 'Coronets' will roll out by the carload.

"Aireon is proud of the tremendous response this phonograph is enjoying. Naturally, everybody in our organization has great faith in what it will do for the industry, and all hands are at work to get those orders filled as soon as possible. In his first year as Aireon's president, Pete Pearson has been extremely gratified by the industry's enthusiasm for Aireon products, and by the wholehearted cooperation he has received from everyone in the trade.

"Just a few weeks ago, Aireon alerted the music industry for the big news. Now it's out—and not a soul is disappointed. Because the big news is Aireon's 'Coronet'—plus the 400 Club plan. It's the best combination ever offered for successful, profitable operation."

The Hastings showing was attended by over 500 people, and Sam stated that practically all the operators in Milwaukee, and many from the state were in attendance. Some of the more prominent who attended were:

A. Isetts, Kenosha; M. McBrair, Plainfield; L. A. Rand and George Brixius, Jr., Manitowoc; Walter Grady, Pewaukee; Patrick Jerrold and Eugene Stokdyk, Port Washington; Andy Waterman, Wisconsin Dells; Otto Hadrian, Mill; Frank Davidsen, Spooner; Chet Meissner, Pewaukee, and R. Feltes, Arcadia.

\$5.00
WILL BRING YOU
A FULL YEAR'S SUBSCRIPTION
(52 ISSUES)

TO

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PALISADES IS NOW DELIVERING!

SENSATIONAL NEW

BALLY 5 BALL GAME

ALSO READY FOR DELIVERY Keeney—Cover Girl; Chicago Coin—Catalina; Williams—Stormy; Exhibit—Build-Up; United—Manhattan; Gottlieb—Lady Robin Hood; Bally—Eureka; Genco—Triple Action. Complete Line of Evans Equipment.

A complete list of pre-war and post-war used equipment for New York Operators.

Service and parts for all Consoles and Bell Machines.

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498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
20 MINUTES FROM NEW YORK CITY

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS.
Our Films Get The Dimes
PRICE \$32.50 TO \$38.50 Per Reel
PHONOFILM
3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

For **GOLD** in the Boxes

TURN TO PAGE 8

(Inside Front Cover—Music Section)

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE \$1.00 PER LINE

OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7 1/2 INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE. CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M. (ALL CLASSIFIED ADS — CASH WITH ORDER)

USE ENCLOSED GIANT CARD FOR CONVENIENT MAILING

SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS

YOUR FREE WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM SPACE 3 LINES. ALL LINES, OR ANY FRACTION, OVER 3 LINES WILL BE CHARGED AT THE RATE OF \$1 PER LINE.

WANT

WANT — Keeney Bonus Super Bells 2-Way 5¢ & 25¢; Bally Triple Bells; Muto. Fan Front & Red Top Diggers; late F.P. Pinball Games; Cash Victory Derbys & Special Entrys; '46 & '47 R.O., Wurl. & Seeb. Phonos. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 5171

WANT — To Purchase for export shipments — Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburbs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Will buy any quantity used Slot Machines, all makes & models. Also Columbias, Gooseneck Mills Q.T.'s, Vest Pockets. Quote your lowest prices in first letter. All machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entrys; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburbs. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585.

WANT — The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: Dickens 7060

WANT — New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N.Y.

WANT — Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Watling, Pace, Rock-Ola and Mills Scales. Highest prices paid for established scale routes. Write full details. FOX SCALE CO., 247 BELDEN PL., HAMMOND, IND. Tel: MU 1064-J

WANT — Chicago Coin Goalee; Bally Defenders; Hockeys; Wilcox-Gay Coin Recordio; Bally King Pin, 10 1/2 ft. skeeballs; Basketball Champs. Must be 1st class condition and priced right for quick sale in order allow fair margin profit. Can use any amount the above machines immediately. Have buyers waiting. But must be priced right. Airmail special lowest prices, how many. LEMKE COIN MACHINE, 135 W. VERNOR HIGHWAY, DETROIT 1, MICH.

WANT — Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT — Mills Q.T.'s; Vest Pockets; Blue Fronts; and old Goosenecks. HOWELL & PRIOR CO., 4379 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Yo 9255

WANT — Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNderhill 3-5761

WANT — Late Free Play one-balls and Free Play Consoles. Will buy any quantity. Quote your lowest prices in first letter. All equipment must be clean. AUTOMATIC SALES & SERVICE CO., 8 WEST OLIVER ST., BALTIMORE 1, MD. Tel.: LExington 6387

WANT — We are interested in securing some escalator belts for old style Bally games. TWIN CITY NOVELTY CO., 1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

WANT — New late pin games, close-out bargains. Keeney Bonus Super Bells; Bally Triple Bells. Will pay \$75. for Seeburg Vogues and Classics; \$50. for 71 and 81 Wur. w stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE
MART

FOR SALE

FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE - Mills 1947 "Three Bell", like new \$425.; Set 5¢-10¢-25¢ Club Bells, new cabinets, guaranteed equipment \$575.; 5¢ & 10¢ Orig. Mills Bonus Bells, rebuilt - Silver Hammerloid (write); 25 Slot Machine Packing Boxes \$45.; 25 Pin Game Boxes, wire bound \$50.; Mills Slot Locks \$16. doz.; new Cash Boxes \$10. doz. Bargain list Free. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 4-6152

FOR SALE - What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE - Auction. Make us an offer on the following Consoles: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 - 5 - 10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 - 10¢ Big Games; 3 - 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 - 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587.

FOR SALE - We have a large quantity of pre-war games, United Conversion games, and post-war games for immediate delivery. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE - Operators! We have a large number of Pay Off Consoles - various makes - from \$20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE - Five Balls: Play Boy \$90. ea.; Kilroys, Baffle Cards \$75. ea.; Surf Queens, Big Hits, Big League \$25. ea.; South Seas, Streamliners \$20. ea.; Sky Blazers \$15. ea. All in top shape. C & M SPECIALTY CO., 832 CAMP ST., NEW ORLEANS 13, LA. Tel: Magnolia 5588

FOR SALE - New 5-Ball Pin Games: Lady Robin Hood; Humpty-Dumpty; Triple Threat; Cover Girl; Melody; Bonanza; Sea Isle; Nudgy; Star-Lite; Dolly; Singapore; Bermuda; Broncho; Hi-Ride; Treasure Chest; Tropicana; Heavy Hitter and the Vendco Coin Changer. You can't beat our prices and service. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C. Tel: Hobart 3170

FOR SALE - 2 Skyfighters \$65. ea.; 1 Bally Defender \$50.; 1 Bally Rapid Fire \$50.; 2 Air Raiders \$49.50 ea.; 1 Victory Pool \$49.50; 1 Red Ball \$49.50; 2 Anti-Aircraft, Br. \$25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE - 100 pin ball machines, pre-war and post-war models. Suitable for New York Operators. H. BETTI & SONS, 1706 MANHATTAN AVE., UNION CITY, N. J. Tel: UNION 3-8584

FOR SALE - Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275.; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Mills Four Bells, perfect \$50.; 1 Barrel Roll Skeeball \$50.; Jennings Cigarolla \$30.; Undersea Raider \$50.; Loudspeaker \$5.; Seeburg Envoy \$200.; Mills Empress \$200.; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE - Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense \$69.50; Surf Queens \$39.50; Step Up \$65.; Double Barrel \$44.50; Big League \$49.50; Undersea Raider \$75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEMple 1-7455.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE M A R T

FOR SALE

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. \$500. f.o.b. Los Angeles. Add \$25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - DuGrenier W \$75., WD \$85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE - 10 - 616 Wurl. \$75. ea.; 2 - 600R Wurl. \$150. ea.; 1 - 1940 Rock-Ola C.M. \$90.; 3 Seeburg Mayfairs \$150. ea.; 2 Seeburg Regals \$175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE - Williams' All Stars, last model, brand new in original crate, \$395.; Strikes 'N Spares, new unit, excellent condition \$495.; 7 Ft. Premier Ten Grand, used but like new, \$225. KING-PIN EQUIPMENT COMPANY, 826 MILLS STREET, KALAMAZOO, MICHIGAN.

FOR SALE - William's All Stars \$275.; Ballyhoo's \$100.; Surf Queens \$35.; Big Leagues \$35.; Phonos: Seeburg Crown, Plaza, Gem \$125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

FOR SALE - Good News! Limited quantity brand new Adams Model G.V. 1¢ Gum Machines, color - red and blue - six columns - compact - slug proof - immediate delivery \$24. F.O.B. Anderson. Unlimited quantities of Adams 1¢ Vending Gum 51¢ per box of 100 pieces. 1/3 deposit with all orders. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C. Tel: 1794-M

FOR SALE - 25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE - New 150 Solotone Wall Boxes! 21 Location Amplifiers; 20 Leveling Pre-Amplifiers; 2 Demonstrating Units; 1 Studio Unit for connecting telephone lines. Make us an offer on all or any part of this inventory. This is a Close-Out! GLENN EARL, INC., 157 WEST 2nd SOUTH, SALT LAKE CITY 1, UTAH. Tel: 37601

FOR SALE - Guaranteed Used Machines - Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At \$30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45.: Arizona, Surf Queen, Midget Racer, Big League. At \$75. Superscore. One Balls F.P.: Sport Special \$45.; Dark Horse \$60.; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - Last model Williams' All Stars, Conv. F.P. or Novelty, guaranteed like new \$300.; 3-Way 5/10/25¢ Keeney Super Bonus Bell, floor sample, \$1,000.; Keeney Single 5¢ Super Bonus Bell \$375.; Total Roll \$110.; Total Roll Champion, with rollover buttons and 700,000 score \$175.; late model Strikes 'N Spares with all new type parts \$300. PARAMOUNT DISTRIBUTORS, 528 MAIN ST., BEACON, N. Y. Tel.: BEacon 900

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45¢ (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 600 N. ABERDEEN ST., CHICAGO, ILL.

FOR SALE - Advance Roll \$200., Sportsman Roll \$95.; Total Roll \$85.; Roll-A-Score \$125.; Bang-A-Fitty, 14 ft. \$150.; Hi-Dial Ten Strikes \$50. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE - 1947 Deluxe Photomatics, 6 wood cabinet Voice-O-Grapha, 8 months old. What do you offer for any part or all. Will sell on or off locations. Retiring from Vending machine operating business. LEMKE COIN MACHINE, 135 W. VERNON HIGHWAY, DETROIT 1, MICH.

FOR SALE - 8 30-wire Buckley Wall Boxes, 24 selections \$5. ea.; 14 30-wire Wurlitzer \$3. ea.; 5 Model 2-wire Wurlitzer 320 with stepper \$35. ea.; 5 30-wire old type Seeburg Wall Boxes \$2. ea. BIGNER, INC., 1983 STATE AVE., CINCINNATI 14, O. Tel.: WA 1994

FOR SALE - 1 Deluxe Photomatic; 1 Deluxe Voice-A-Graph; 5 latest model Strikes 'N Spares. All brand new in original crates. Make best offer. THE HUB ENTERPRISES, INC., 32 S. CHARLES ST., BALTIMORE 1, MD. Tel.: LExington 6446-7

FOR SALE - In good condition: Sea Breeze \$109.50; Superliner \$99.50; Stage Door Canteen \$59.50; Smoky \$125.; Suspense \$99.50. MAINE AUTOMATIC MUSIC CO., 33 EXCHANGE ST., PORTLAND 3, MAINE

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE
M A R T

FOR SALE

FOR SALE - Completely reconditioned games: Arizona, Hollywood, Santa Fe \$19.50; Big Hit, Surf Queens, Stage Door \$34.50; Big League, Fast Ball, Suspense, Spellbound, Step Up \$49.50; Carousel, Fiesta, Kilroy, Lightning, Smarty, Vanities, State Fair \$59.50; Mystery, Rocket, Ranger \$79.50; Cross Fire, Mam'Selle, Rio \$89.50; Havana, electric motor \$99.50. New Games: Tropicana, Triple Action, Build Up, Write. MID-STATE DIST., 712 LOCUST AVE., FAIRMONT, W. VA.

FOR SALE - Pre-war Games \$10. ea. All post-war games in stock. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. Tel.: POP. 3299

FOR SALE - Williams' All Stars baseball games, used less than 90 days, \$375. each. Can give immediate quantity delivery. 1/3 Deposit, Balance C.O.D. GENERAL DISTRIBUTING COMPANY, 1906 LEELAND AVENUE, HOUSTON 3, TEXAS. Tel.: C 4-4200

MISCELLANEOUS

NOTICE - Free Booklet "Dollars From Pennies" gives the "know-how" of bulk vending. State whether you now operate bulk venders or are interested in beginning. BECKER VENDORS, 105-7 DEWEY, BRILLION, WIS.

NOTICE - Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: Englewood 8192

FOR RENT - Roll Downs - to established operators: Advance Rolls \$40. per month; Esso Arrows \$40. per month; Total Rolls \$18. per month; Lite Leagues \$16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

MUSIC OPERATORS - Our service is over six years old. If you have not yet used this service, you are losing a great deal on your operating costs. What Service??? Re-Sharpening your used phonograph needles. It is Dependable and Guaranteed in every way. Do not delay; send a card and we will send complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

Engineer will design, develop and experiment on old or new coin operated machines. Electro-mechanical, electronic. Fee plus royalty. O. "WALLY" ARIAGNO, 458 W. 47th ST., NEW YORK 19, N. Y. Tel.: CO 5-9448.

PARTS AND SUPPLIES

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for \$30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Wholesale Radios-Parts, etc.: Pilot lites Special! No. 47 \$40. per 1000; No. 51 or 55 - 10 for 48¢, 100 for \$4.40, 300 \$.042 ea.; Nos. 40, 46, 44, 47 - 10 for 58¢, 100 for \$5.30, 300 \$.05 ea.; Tube cartons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: 1LC6-98¢ ea. (6SK7GT 35¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, \$3. ea. on order of 10, \$2.85 ea. on order of 25, \$2.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

THRU THE COIN CHUTE



CHICAGO CHATTER

Lots of action all over town . . . it's this Spring weather that seems to have perked everyone up here . . . and with the fact that coinmen are once again starting to call around here and there . . . looks like things are going to start happening, but speedily. Al Stern of World Wide Distribis is a very happy guy these days . . . seems like Al is now distributor for Williams Mfg. Co. for the states of Illinois and Indiana . . . and he reports that with a game like "Stormy" to start with he's sure that sales may even hit the score marker of this game . . . the score goes as high as 7,000,000. Johnny Chrest of Exhibit advises that his firm are now in production of their new game . . . it's called "Build Up" . . . and it is supposed to give a build up to locations everywhere, according to John. Al Sebring over at Bell Products is quite enthused and elated . . . just told us that his Beacon, Jr. coin changer should start coming off the production line from within 40 to 60 days . . . and that the electric model Beacon Coin Changer will follow immediately afterwards . . . so Al looks to great business developing, but quick.

Joe Caldron of AMI is happy, too, these days . . . seems, according to Joe, that the AMI phono that appears in the movie, "High Wall", gets an extremely good presentation and that everyone who has already seen it comments on how nice the phono appears to the public . . . so Joe tells me that he believes there will be plenty of locations, as well as plenty of the public, who will want to "hear" the AMI as well as "see" it. We hear that "Bally" Sally Goldstein is no longer with Coven Distrib. Co. here . . . but that she pops up there every week or so to visit around with all the coinbuys she knows. One of the busiest boys we know is Herb Jones over at Bally . . . aside from being advertising manager and Vice-President . . . Herb is also the man in charge of much other work . . . and the other day was on Bob Elson's radio program, "On the Century", when Herb wended his way to N.Y.C. with Ray Moloney and Dave Gottlieb to make the presentation of that 130,000 bucks to Walter Winchell . . . and to top it all . . . Herb tells us that their new five-ball, "Melody", is going like a house afire with ops from here, there and everywhere going for it big . . . and this is but one thing that has kept the entire Bally organization (which is quite an organization, believe you me) going at top speed.

Just received a very lovely postcard from Gwen Desplenter who is taking things easy for the first time in many, many moons in lower California . . . card shows the blue, blue of the Pacific and the gorgeous scenery and Gwen advises that she just can't get over this sweet business of relaxing for a change. And that reminds me, Dorothy Ellis, who replaced Gwen over at CMI's Public Relations Bureau has just resigned. Barbara Humphrey (U. of Kansas grad) is taking her place and, from what we hear, should do a whiz of a job for the gal has had plenty of publicity experience and also loves to write . . . so, Barbara, here's greetings and lots of good wishes on your new position with the coin machine business. Rex Shryver over at H. C. Evans & Co., who is now in charge of all matters while Dick Hood is down in Ft. Lauderdale soaking up Florida sunshine . . . reports that things are "simply humming" at the big Evans' plant . . . Rex claims that the men are working hard as they possibly can to get that big backlog of orders filled for their great "Bat-A-Score" machine which clicked so well at the coinshow . . . and when Dick reads this it should sure make him feel plenty good.

Grant Shay over at Bell-O-Matic, who has just joined the editorial ranks, having brought back the firm's "Spinning Reels" magazine . . . is busier than ever greeting visitors to the place . . . trying to get out ads on time . . . trying to keep notes for each issue of their house organ . . . and trying to learn what's going on in the business at the same time . . . this past week Grant was talking with Bob Warner of Canton, O. and Roy McGinnis of Chicago and Baltimore. . . . Howie Freer over at Empire Coin advises that he's still getting some nice export orders and believes that the foreign fields are going to develop bigger and better than ever for the amusement machine biz . . . in the meantime "boss" Gil Kitt is busier than ever covering customers with the new games the firm have on hand and reported to be doing a very sweet business. Del Veatch of V-P Distrib., St. Louis, Mo., was in town visiting with Williams Mfg. Co. and talking about the new game which the firm are clicking with and what he's doing in his state with it. And that reminds me, Fulton (Skeet) Moore over at Williams Mfg. Co isn't any too enthusiastic about this Spring weather . . . claims that the nasty cold he now has is much due to the weather changing over so rapidly.

Great optimistic . . . Gordon Mills over at Mills Industries . . . and usually 100 per cent right in every way . . . Gordon reports things going right ahead with the plant in full production and orders being filled just as rapidly as possible . . . Gordon views the future optimistically due to the many, many orders which Mills has on their products and which seem to me will make history very shortly. Dave Gottlieb bitten by the Florida bug . . . leaves for that sunny state to visit around and take things easy for a while . . . Dave did some grand work for many, many months . . . both on the CMI cancer drive and the big show . . . and sure does deserve that rest . . . and Nate Gottlieb gets some help while Dave's gone with Sol Gottlieb back in harness after his eastern trip on "Lady Robin Hood" where Sol is reported to have done a really swell sales job . . . Sol also says, "The business outlook is brighter than ever. As the weather gets warmer things are getting hotter". Jimmy Johnson of Globe Distrib. advises that he has just heard some very nice news from former salesmanager Vince Murphy . . . seems Vince has set himself up in Boston and is acting as sub-distrib for the Globe coin counters and coin changers . . . according to what Jimmy tells us, Vince has been sending thru some very, very neat orders.

Sam Wolberg of Chicago Coin reports that they've "done it again" . . . the name of the game is "Catalina" . . . the orders which resulted from the very first announcement have the factory going ahead at top speed. DeWitt (Doc) Eaton in town for a few days visiting around with coin friends. Ted Rubenstein of Marvel reports that they are working overtime trying to get their new games into the hands of the nation's ops. Billy DeSelm over at United Mfg Co. busier than a bee these days . . . in addition to rushing out to watch how the construction is going along on their new factory . . . he's got his hands full trying to satisfy the demand for "Tropicana" which is clicking everywhere, according to what we hear from the boys at the factory . . . and, from what we also hear, Billy's now the "official photog" for lots of the boys who visit at the factory since he's been taking such very nice pics of them. Eddie Hansen is on the telephone constantly these days . . . still receiving congratulations on his recent marriage . . . and, at the same time, taking more and more orders for "Camera Chief" as the news spreads among ops everywhere regarding this three dimensional comics viewer.

Art Weinand over at Rock-Ola Mfg. Corp. is busier than ever these days . . . Art's in constant contact with the firm's distribs on their new "Magic-Glo" phono and has some really good news for the boys . . . in addition to which Art is working harder than ever these days trying to get all shipments lined up and sent out speedily. Milt Salstone of M-S Distrib Co. in the lobby of the Bismarck and asking "what's new?" . . . just as if he doesn't know . . . for this is one boy who really gets around the town. Georgie Ponser reports that his "Pro-Score" is going stronger than ever . . . and that wherever he ships one . . . reorders keep coming in for weeks to come . . . seems like George is also out on the road these days covering the firm's distribs and hearing what's what out in the hinterlands . . . we hear, too, that he's one of the best salesman in the roll-down biz. Myer Gensburg is plenty happy over the way those inquiries and orders are coming into Genco's offices for "Triple Action" . . . the game just "simply took" from what Myer tells us and . . . it's going ahead and ahead and ahead of all others they've built . . . with a new production and sales record sure to be set for the firm with this machine.

Howard Richardson of Pioneer Dist. Co., Raleigh, N. C. in town this past week and rushing here and there to complete his contacts as fast as possible . . . so that he can get back to his desk and paper work. By the way, thanks to you and you and you who told us how much you liked the editorial which appeared in our February 14 issue. We've relayed the info on to our editor and, we feel sure, he's gonna thank you, too. Harry Brown will soon have a very important announcement to make, from what we hear, and all the boys are working with him to get the new deal started. Lou Koren of Biltmore Distrib., I'm told, is doing a whizz of a biz with the new Aireon Coronet 400 and believes that this is "just what the doctor ordered" for the music ops hereabouts. Say, we haven't heard from Phil Weisman of late. Gene Steffens busier than ever and out on the road visiting with the music trade. And that affair in Milwaukee, where Wisconsin's photo ops met this past week, attracted plenty of our Windy City music guys.

THRU THE COIN CHUTE



EASTERN FLASHES

We've been getting lots of letters asking all about "the games situation" here . . . the editorial which appears in this issue ('way up front) will probably take care of that for most questioners . . . suffice it to state that plenty of pins are still being shipped into town . . . being stripped down by the jobbers and distribs here and then being placed on location . . . but most of the ops sticking to the manually operated type machines for they then do not have so many clashes with the local gendarmerie . . . and, at the same time, are not risking losing an expensive piece of equipment. . . . The better weather here, with the snow practically all melted away in Manhattan, has also helped bring the people out and ops tell me that their collections were much better this past week . . . some even think that they'll go up and up as the weather warms up. . . . Max Levine moving his plant over to 79 Clifton Place in Brooklyn where he will have over 60,000 square feet of space to work in . . . which Max sure needs considering the hit his game made at the CMI convention . . . the factory, showrooms and offices will be set up in three buildings . . . one of three floors, one of four and one of six floors . . . all are connected, for the walls have been broken thru, and this makes it one of the largest plants in eastern coin machine history. . . . Scientific will manufacture the whole of their machine right on their own premises . . . they have their own tool and dies dept., etc. . . . so if you feel like the coinbiz is fading—just take a visit to this huge plant and get yourself a "lift".

Mac Friedman, formerly one of this man's town's most active ops, is now in the merchandise biz . . . firm is Luxor Specialties . . . and Mac is sure happy to come back into the coinbiz because of the demand from ops for a new brush he's showing which is one really handy item for any operator or serviceman . . . it has attracted plenty of nice comment from the boys in the field. . . . Ben Becker, Bally's regional man here, is having a private office built for himself . . . this will give Ben the privacy he requires when talking with out of town visitors who have been calling around at his place to discuss Bally's newest products with him . . . and Ben also likes to be "alone" these days . . . just like Garbo. . . . Two happy guys, Willie Levey and Jack Semel (Supreme Automatics, Inc., Brooklyn) who are distribs for Williams Mfg. Co. games here . . . the boys report that their very first shipment of Williams' newest, "Stormy", simply didn't last out the day . . . in short, the boys had the whole load sold within a few hours after its arrival . . . and what's even more interesting, since both these guys are among the most enthusiastic of the gin rummy hounds in these parts, they haven't had a chance to sit down to a game ever since taking on the Williams' line . . . maybe that's why they came into their offices this past Sunday? . . . Dave Rosen of Philadelphia in town and looking over the situation, advises that his firm can ship plenty of pins here to the boys . . . Dave also had his wife with him and they took in some of the latest shows and dined at some of the best of the eateries . . . tremendously enjoying their stay in our town.

Harry Pearl, Tom Burke and Dave Stern, great television enthusiasts, report that their biz has picked up and that they look forward to a grand spring season . . . by the way, Dave will have himself quite a wedding . . . for his son . . . Harry Pearl also tells me that his Mrs. (Rose) has become an antique specialist and, from what we hear, peoples aplenty are calling around to have Rosie help them to choose the right antiques for their homes . . . looks like the Pearls bring in that green stuff from all sides. . . . Irv Morris around here and there and, from what we hear, will soon be a Daddy again, making it a threesome for the Morris' household . . . in the meantime Irv advises that Active have some grand plans for the future and are going ahead rapidly. . . . Abe Green, Shugy Sugerman and Jack Mitnick in conference and the talk goes on and on . . . so expect some news to come forth very soon from the Runyon Sales combo . . . these boys usually plan ahead and always have a surprise or two up their sleeves . . . Shugy tells me that the firm are clearing out lots of inventory at some really sweet and low prices . . . ops, jobbers and distribs who are seeking "buys" should get in touch with him. . . . Sam and Harry Winchansky of Elizabeth, N. J., are doing a really grand job with background, industrial and professional music. Seems like these boys are away ahead of the average music op and already have signed banks, beauty parlors, supermarkets, factories and many other locations to contracts. What's more they're running the whole biz out of the back room of their present headquarters . . . so overhead's nil.

Sam Strahl and Angy Cangelier of American Coin-A-Matic, Pittsburgh, in town this past week and both boys quite enthused over the way the town is getting going with games again . . . "It'll stimulate the whole country", Sam claims. . . . Busy attorney these days—Teddy Blatt who handles both the distribs and the ops of games here and who keeps very close tabs on everything that's doing in these parts where amusements are concerned. . . . Believe it or not the next Sinatra may be a kid known as My Suger (which is a helluva neat name for a youngster of nine legally named, Myron Sugerman) . . . the kid absolutely wowed the music boys doing one song after another with a zest and zing that would make lots of the present vocalists feel grand. . . . J. R. (Pete) Pieters of Kalamazoo, Mich. on the way into town with his Missus . . . not only to enjoy the new shows . . . but to also make some deals for pius of which Pete has pahlenty around in both his Kalamazoo and Detroit offices. . . . Lots of nice compliments for the marvelous job attorney Sid Levine is doing for the national juke box ops committee . . . Sid is right on the ball where the new Washington bills are concerned . . . and also looking over the situation carefully where any other matters of a legislative nature are doing . . . this is one man whom the juke box ops here should thank much for his fine legal efforts in their behalf as well as in behalf of all the nation.

And while we're about it . . . orchids to Al S. Denver who heads the AMOA here for the fine way in which he has plunged into the national effort to help the juke box industry . . . Al has been recognized by all the nation's musip ops . . . he was appointed co-chairman with George A. Miller of Oakland, Calif. and heads the big Executive Committee . . . so you guys who are part of the AMOA organization should take time out to compliment your president . . . he's got the stuff you need. . . . Bart Hartnett, they tell me, has developed into the best "trouble shooters" in the business . . . he's doing a great job for the boys here. . . . Just simply must take time out to tell you all about the grand Bar Mitzvah run by Barnet (Shugy) Sugerman for his son, Nathan . . . it was one of the most outstanding affairs in the history of this eastern coinbiz . . . not only attracted hundreds of people but brought in many, many coinmen from far and wide to the Clinton Manor in Newark, N. J. to be present at the affair . . . among those I recognized were: Mr. and Mrs. Dave Rosen; Mr. and Mrs. Harry Pearl; Mr. and Mrs. Dave Stern; and the wives with: Tom Burke, Irv Morris, Bernie Goodman, Abe Green, Max Rettig, Bill Gersh, Eddie Berg, Sam Wichansky, Harry Wichansky, Mannie Ehrenfeld, Theo. Blatt, Willie Levy, Jack Mitnick, as well as Sam Strahl, Angy Cangelier and Sam's son who is studying at the Juilliard School of Music, "Skip" Strahl, a bandleader of national renown in his own right . . . take it from me this was one of the most glorious Bar Mitzvahs we've ever attended and Shugy deserves lots and lots of orchids for the neat way in which it was conducted, for the grand meal and entertainment and for the "homey" atmosphere which prevailed thruout.

I'm expecting Bill Rabkin of International Mutoscope to pop with a surprise—now that the Spring season is under way . . . by the way, did you know that Bill's son has taken so many, many honors as a college student? . . . What the hell's with Benny Linn . . . looks like he's deserted us boys . . . don't see him at any of the music leader's opening lately. . . . Those of you guys who went down to Philly to attend the music ops' association affair at Frank Palumbo's should tell the boys here what a tremendous gang was there and that this was the most outstanding affair ever conducted in Philly's history . . . Jack Sheppard and Charley Hannum are to be tremendously congratulated for putting on this grand show. . . . Hear that Jack Rubin got himself plenty interested in real estate . . . to the tune of many bucks. . . . Gloria Friedman is absolutely bowling the guys over with her Modern Records—lots of orchids to this enterprising gal. . . . And also hear that Al Pasternack is now with LaMarr Distributing doing a sales-manager job for them . . . you guys in the music business ought to give him a great big hand. . . . Nat Cohn is going to town with his Aireon phono and has reached a great sales record . . . in fact he's sent out a "caravan" on the road to show the new "Coronet" 400 to all the boys around and about. . . . What's this we hear about Bert Lane . . . going down to open in Philly? . . . Jack Breidt they tell us is in Chicago these days. . . . Lots of you guys should know George Glassgold, one attorney who deserves plenty of orchids for his work on the Damon Runyon Cancer Fund. . . . Joe Ash of Philly tells me that he's "taking it easy" these days with so many many things to do. . . . Looks like we've got to stop here for . . . end of the line.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Something new has been added to Coin Row. It's a big, bright sign in front of Automatic Games . . . screaming out the virtues of Mills, Pace and Jennings bells. . . . George Warner of the firm says he's sure nobody can miss seeing it. . . . We almost didn't miss running into it. . . . George tells us a bunch of the boys from Reno and points North were in this week and not just for a kibitz. . . . Stopped in to get acquainted with "Curley" Robinson of the Associated Operators of L. A. County and found him out on business. . . . His righthand man, Dave Boran, had a few kind words to say about the boss . . . how untiring he was in the ops' interests. . . . Dave also chatted about activity being on the uppick. . . . Art Weiss on hand after a second honeymoon to San Francisco. . . . The AOLAC office proud of operator Hugh McElhenny's son being voted the outstanding all-around high school athlete in Los Angeles. . . . The colleges are supposed to be lined up with offers of "scholarships" for young McElhenny. . . . The Association and all operators were in mourning this week over the death of Art Moore, this area's top attorney in the coin machine field.

The Cash Box joins all the distribs and ops in wishing Al Goodman a speedy recovery. . . . Al was crossing Coin Row when a bus tripped him up. . . . The leg's coming along all right, from latest reports, but Al will be out of circulation for weeks to come. . . . When asked how's biz, Jack Simon of Sicking Distrib. answered with, "Take a good look. Do you see a 5-ball in the house?" . . . Nosing around Pico Blvd. ran into an interesting post-mortem on the recent wedding of Mills' executive J. P. "Midge" Ryan. . . . Seems Kingman, Ariz., was scene of nuptials and not Vegas. . . . What's more, Midge might want to do some explainin' to the boys about one of the witnesses looking suspiciously like a deputy sheriff, complete with reasonable facsimile of shotgun. . . . Charlie Fulcher of Mills Sales is all aglow about the new Black Gold Bell. . . . First shipment of the handloading beauty reached Bell-O-Matic not two months ago and they're already hard pressed to keep up with the demand. . . . Mills will soon have two more 1948 Bells ready for delivery, the Melon and Bonus. . . . The company is urging ops to get their orders in early.

Dropped in to say hello to Myron "Mike" Holbert of Minthorne. . . . Besides hello, he said the new Seeburgs were moving out in fine fashion. . . . At C. A. Robinson and Co. Al Bettelman fresh back from a jaunt to Nevada's Vegas, Searchlight, Caliente, Pioche and a few other lively burgs you never head of. . . . Traveled 1500 miles in all and reports that the "trip was profitable from the sales angle." . . . Seems Al also took time out for a little sport up Las Vegas way. . . . Charlie Robinson in Northern California and due back this weekend. . . . Gave the Williams' new 5-ball, "Stormy," a fast play and found it to be everything Bill Williams says it is. . . . Lightning flipper action, high scorer and wind tossed blonde tossed in for good measure on the backboard. . . . General Music's Fred Gaunt busier than a paperhanger on the phone, taking orders for the new Rock-ola. . . . That so nice to look at blonde secy. intrigued us. . . . that is, her new electric typewriter did. . . . Great gimmick.

Badger Sales was its usual hum of activity, with both Happels on the go. . . . Noticed the company is really

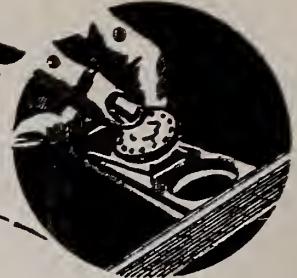
servicing ops with some fine literature on new products put out by Keeney and Gottlieb. . . . Ray Powers of E. T. Mapes proudly showed us some of the new Filben Mirro-cle designs. . . . Those mirror jobs are really something for locations that want to have their boxes in keeping with the atmosphere. . . . Tropical scenes, rhumba, jive, blues . . . they're all available. . . . Also available, says Ray, are mirror cabinets with 20 and 24 selectors for use with old, hideaway units. . . . At M. S. Wolf's, we found sales manager Nels Nelson entertaining Stanley Little of Long Beach and a few other ops who had dropped in to take a longing look at the new AMI 40 selector box. . . . Bill Wolf is still up North and the box has the boys in a sweat waiting on a delivery date. . . . Paul Laymon reports biz really on upswing and not just something to talk about. . . . His Bally "Melody" moving along nice . . . a good, fast game, as we learned by experience. . . . Expansion has started at Laymon's and there'll soon be more room for more games and more people.

Seen around Coin Row this week . . . E. E. Peterson and N. P. Craver from San Diego . . . Niles Smith from Oildale . . . Howard Hunt from Redlands . . . P. Romeo from Burbank . . . Ben Korte from Glendale . . . M. S. Stearns from Marysville . . . John Merrick all the way in from Pocatello, Idaho . . . Stanley Johnson from Oceanside . . . William Bradley from Covina . . . Allen Anderson from Shafter . . . Clyde Dellinger for Balboa . . . Al Myers down from San Francisco.

Haven't bumped into Bud Parr of late . . . wondering whether Bud's on one of his trips East again . . . some of the boys asking for you Buddy. . . . Al Sleight seems to have done a sleight of hand, too . . . haven't been able to catch up with him as yet . . . so gather he may be up Portland way . . . which is Al's home grounds. . . . Ed Wisler is reported to be touring the trails far and wide these days . . . the new Aireon Coronet being the reason . . . with Ed said to be doing a grand job covering the juke box field. . . . What's happened to Aubrey Stemler? . . . since his return from Chi the boys here have all been waiting for Audrey to pop with some very interesting news. . . . Youse guys and gals who didn't receive the "CMI Blue Book" will be getting them very regularly from now on in . . . complete check-up of all subscribers was made by the home office and now lists are ready once again to cover those anxious to have this info.

There's a move* afoot out east, we're told, which may bring many coinmen back to this area . . . if for no other reason than to establish residence . . . some of the boys plan on buying routes and settling down here . . . and some are reported about ready to open up distrib and jobbing firms, in addition to routes . . . will prove very interesting if this rumor comes true. . . . New Pace equipment will be getting plenty of attention all over this area from reports received from our Chi office . . . where claim is that Jean Bates of the firm has equipment which will most definitely please all out here interested in bells. . . . Haven't seen the boys from the Bay City in for some weeks now . . . usually pop in one after the other . . . seems like they're too busy these days to travel down to our town. . . . And for you and you and you who like to read our juke box items—look in the Automatic Music Section for those two sunny initials, "L. A."

THRU THE COIN CHUTE



MINNEAPOLIS

Everybody's got their coats off here . . . the weather bounced up to 37 above . . . and the buys and gals in the Twin Cities are absolutely sweating . . . it's Spring . . . and everyone just loves it . . . Millie Stuck, Sioux Falls, S. D., bounced into town . . . found her just as perk as ever . . . and Millie reported she'll spend a few days here visiting friends. John McMahon of Eau Claire, Wis. drove into town to call around on distribs—just for the day John tells me. Emil Sirianni, also of Eau Claire, drove into town . . . sporting a brand new Chrysler . . . all tan. It is rumored hereabouts that we can expect Snooks Harrison any day now to tell us he's a Papa . . . Snooks is with Howard Sales Co., Minneapolis. Mr and Mrs. Pete Vanderhyde of Dodge Center, Minn. came into the Twin Cities to do some shopping among the jobbers and distribs here . . . and seemed well satisfied when we last saw them.

Walt Schmidt of Red Wing Novelty Co., Red Wing, Minn. came into town for a couple of days to attend the big Goodyear Rubber Sales Convention . . . not only is Walt in the operating business but owns a large tire store in Red Wing. Don Ehman of Winona, Minn. took time out to drive into town and look things over. Fred Dahlin of Concord Sales Co., South St. Paul, became the proud Daddy of an 8 lb. bouncing baby boy Thursday, Feb. 12 at the Miller Hospital . . . and is Fred proud. Sol Stone of Gopher Novelty Co., Minneapolis, is recuperating from what might have been a very serious accident . . . after repairing a tire, he found he couldn't release the jack, when he finally did—the jack came down with such force that it flew from under the car—cutting a gaping hole in the top of his head . . . but Sol is recovering very nicely and happy to still be around to tell the story. Bud Harrison, also of Howard Sales Co., has been placed on a very strict diet . . . he's got to lose 65 lbs. . . . "It's murder", Bud tells me, but, "it's the doctor's orders".

Tom Kady and his son, Norman, drove in from Grand Forks, N. D., to call on several of the distribs here and spend a few days in the Twin Cities . . . nice combination Tom and his son . . . we like them to visit around here. Jim Noah of Crookston, Minn. also in town for a few days seeing what's to be seen. Jess Wadell of Charles City, Ia., came into town . . . seems that Mrs Wadell wants to make some purchases in our local department stores . . . here's hoping your bankroll holds out, Jess. Fritz Eichinger, one of our local characters, is getting ready for a trip to Mexico City with the Mrs. We expect Ozzie Truppmann of Bush Distrib. Co. back from California and we hope he'll tell us all about his trip . . . by the way, Ozzie went all alone, leaving the Mrs. behind. We also hear that Ted Bush, himself, is on his way to Seattle. Fred Newman is now operating a movie house in Big Lake, Minn. . . . was in the operating biz for many years . . . but just sold his route to his son-in-law, Orville Devries and former mechanic, George Deming . . . firm is now known as D & D Novelty Co. Tommy Shogren of Nelson & Shogren is at the Veteran's Hospital with a bad case of rheumatic fever.

Dick Unger is home now convalescing from his last attack of ulcers. Mildred Birkemeyer of Automatic Sales Co., Litchfield, Minn. reported to be coming around swell after her operation for gallstones. Vic Hendel of Worthington, Minn. was around town seeing some of the distribs. Forgot to tell you guys . . . but with the Golden Gloves Tournament under way . . . we get plenty of coinmen visitors . . . seems like everybody in the coinbiz has a favorite or two among the Golden Gloves and many come miles to boost their boys. J. Allen Redding of Houston, Minn. was around town for a few days feeling swell, he tells me. All of the boys hereabouts still saddened by the passing of Mrs. Archie LaBeau . . . and all offering Archie their most sincere condolences.

Herman Paster, we hear, trekked down to that Florida sunshine to kind of recuperate from the zero weather we were having around this town. Looks like Willie Cohen of Silent Sales is making Chicago a commuting stop these past weeks . . . Willie is in Chi almost every other day, from what we hear. Many things happening in our coinbiz in the Twin Cities . . . it pays to keep your eyes peeled for this column. With the below zero weather out of the way . . . we hope . . . we sure feel like things are going to open up in a much bigger way this year . . . everyone of the operators believes that collections are going 'way up . . . as people begin to creep out of their winter hibernating.

HOUSTON, TEX.

Bunch of big coin machine doings coming up in this fair burg these next few weeks. Had a long talk with Bill Roberts, Aireon regional sales manager, and he said the sensational new Aireon phonograph would be shown here not later than March 3rd. Place will be Standard Music Distributors, Houston and South Texas Aireon dealer, and date will be announced on individual invites.

Bill also announced a new Texas Aireon distributor. Crowe-Martin Distributing Co. was named to handle the entire Aireon line in San Antonio and surrounding territory. The Crowe-Martin outfit have offices in Houston and San Antonio and it appears that the two partners are stepping right along in their effort to back up their rather ambitious slogan: "Fastest growing distributing concern in the Southwest".

Another coming event of some importance is the S. H. Lynch & Co. public and press showing of industrial and commercial music at Sam Houston hotel, Houston, on March 29th through April 4th. A. A. Sage, Houston branch manager, said that extensive preparations were in the making for the industrial and commercial musical program including a National convention in Chicago for all Seeburg branch managers and salesmen.

Still another event of purely local nature, but usually a pleasant one for most of the boys, is a big social meeting and feed for Houston operators slated for late March or early April. Such meetings were held every month before the war and were always well attended. This will be the first one since 'way back in '42 and should be a dinger.

Word came from a reliable source that Miss Lillian Cowart, well known secretary at Standard Music, will soon step daintily into the sea of Matrimony—Operator Clyde Atkins new Dodge could not withstand the solid impact of a much larger automobile and was completely wrecked. Atkins came out of the crash blameless and uninjured—A penny scale alongside a free scale in a large chain store is just the right height to hold ladies purses and packages while they check their poundage on the free job.

Red Harrington said the only thing that held up his sale of one and five ball games was more games to sell—Operator Cecil Robertson said the only salvation for the bona fide music operator was a higher commission scale but how to get such a scale in general operation was the problem—Harry Armer, former well known music operator now part owner of a fair sized steel fabricating plant—L. R. Gardener, who used to own the Houston Amusement Co. but sold out on account of bad health, back in the city recently sort of looking the situation over.

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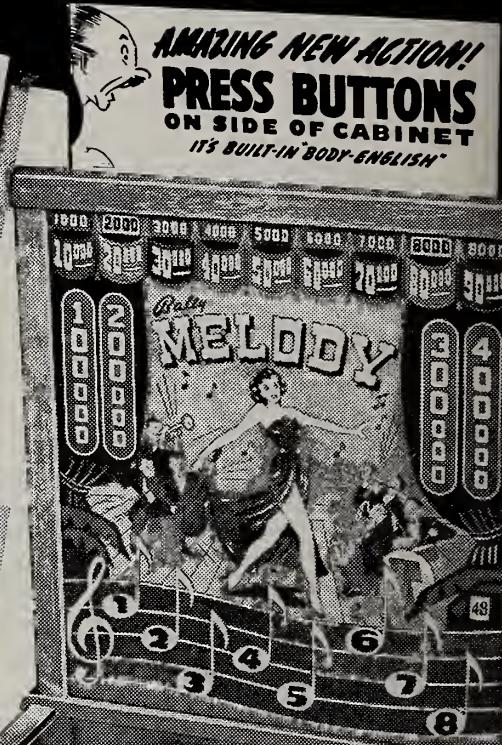
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